

THE PRAIRIE NATURALIST



Ad sizes and costs

Effective January 1, 2011

The Prairie Naturalist, published by The Great Plains Natural Science Society at South Dakota State University, is a peer-reviewed scientific journal communicating research on the North American Great Plains. The journal reaches subscribers in the United States and Canada, as well as libraries in Europe and Asia.

Formats

We accept files in the following format:

Adobe Acrobat (.pdf)

Adobe Photoshop (.psd)

InDesign (.indd)

TIFF

Black and White Rates

		1x	4x	8x
Full Page	7.50" w × 9.50" h	\$300	\$275	\$250
Half Page, horizontal	7.50" w × 4.50" h	\$150	\$135	\$120
Half Page, vertical	3.50" w × 9.50" h	\$150	\$135	\$120
Quarter Page	3.50" w × 4.50" h	\$75	\$70	\$65

Color Rates

		1x	4x	8x
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Half Page, horizontal	7.50" w × 4.50" h	\$300	\$275	\$250
Half Page, vertical	3.50" w × 9.50" h	\$300	\$275	\$250
Quarter Page	3.50" w × 4.50" h	\$150	\$135	\$120

Premium Position Rates (Color only)

		1x	4x	8x
Cover 4 (Back cover)	8.75" w × 11.25" h	\$1000	\$925	\$850
Cover 3 (Inside back cover)	8.75" w × 11.25" h	\$900	\$825	\$750
Cover 2 (Inside front cover)	8.75" w × 11.25" h	\$900	\$825	\$750

Terms and Conditions

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All claims of errors in ads must be made in writing and received within 10 days of the invoice date. Credit will not be allowed if the customer has seen and approved a proof, or a proof was not returned to staff.

Ad Closing Dates

Ad proofs must be returned with customer approval 45 days prior to month of issue publication

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