



2023 Media Kit

Safari Club International

The world's most influential pro-hunting organization

For more than 50 years, Safari Club International (SCI) has been the leading defender of the freedom to hunt and supporter of wildlife conservation worldwide.

SCI is unique in the scope of our ability to defend and advance our freedom to hunt. SCI is the only hunting rights organization with a Washington, D.C. based international advocacy team and an all-species focus. SCI mobilizes our 143 chapters and affiliate network representing hunters around the world. The conservation projects of SCI's sister organization, the SCI Foundation, support research, management and rural communities in North America, Africa and Central Asia. In addition, SCI's Annual Hunters' Convention is the world's largest marketplace that celebrates our freedom to hunt.

In the U.S., SCI's full time staff of professional advocates provides the hunters' voice at the federal and state levels, including issues such as access to hunting on public lands and state management authority of wildlife. Through SCI's Hunter Advocacy Action Center (HAAC), SCI is able to educate and activate tens of thousands of hunter advocates on issues in their communities, states and across the nation. And, for more than two decades, SCI has been the major defender of hunters in courtrooms throughout the country.

SCI's chapter networks in Canada and Europe are involved in advocacy on local and global hunting issues, protecting sportsmen's rights. In addition, SCI and the SCI Foundation participate in global organizations, representing hunters and the important role of the sustainable use of wildlife in conservation.

SCI members are leaders in their communities and are dedicated to preserving our hunting heritage for current and future generations.

No matter what, where, or how you hunt, SCI defends your freedom to do it.

The 6 Pillars of SCI

ADVOCACY SCI is the leader in effectively representing the hunter's voice before legislators, regulators and judges across the globe.

CONSERVATION Since 2000, SCI Foundation has provided more than \$80 million to promote science-based conservation through wildlife research, capacity building in governments, youth and teacher education, and humanitarian programs that show the importance of the hunting community in society around the world.

CONVENTION The SCI Annual Hunters' Convention is the greatest hunting celebration on Earth. It brings together tens of thousands of hunters with outfitters, manufacturers of hunting gear and apparel, wildlife artists and hunters in support of freedom, conservation and the outdoors.

MEMBERSHIP SCI defends hunting and conserves wildlife through our tens of thousands of members and hunter-advocates, 143 chapters in 107 countries – for a combined strength of more than seven million hunters across the globe.

CHAPTERS SCI's successes through the years have been possible because of the organization's amazing Chapter network, which provides the money and manpower needed for SCI to accomplish its mission of protecting the freedom to hunt and promoting wildlife conservation worldwide.

HUNTING Hunting is what binds all of us together and to SCI. That's why we exist as an organization and that is what we are protecting around the world every day of the week, every week of the year and every year from here to eternity

2023 SCI Nashville Convention Experience

For 50-years SCI's world-renowned Annual Hunter's Convention has set an international standard of excellence for all hunters, collectors of fine firearms and unbelievable artwork. The SCI Convention is the place to find just about anything a hunting family could ever dream of. Apart from its humble beginnings, the SCI Convention has always been held in Nevada. Until now. The 51st year bring us all to Nashville Tennessee. This new era of SCI begins in a State where hunters are welcomed, embraced, and celebrated as true conservationists.

Widely considered the "Ultimate Sportsmen's Market," the SCI Annual Hunters' Convention showcases hunting opportunities on six continents, world-class taxidermy, the finest wildlife art, and provides manufacturers a great opportunity to demonstrate new products directly to consumers.

When the exhibit halls close, the evening fun and excitement begins. Each night, members come together to celebrate the accomplishments of the organization and each other and to enjoy top entertainment and speakers. SCI's evening auctions offer exclusive firearms, once-in-a-lifetime hunts and adventures, the finest wildlife artwork and more. Every purchase provides crucial funds to help preserve our hunting heritage and fund conservation efforts worldwide.

Nashville welcomes SCI to the Music City Center, which is in the heart of its downtown metropolitan area. For 50% of the United States population, the booming city of Nashville is within driving distance and SCI has reserved 20 different hotels for attendees to this landmark event.



EXHIBIT SPACE 182,400 SQ FT
EXHIBITORS ATTENDING 814
ATTENDANCE 15,000+

Demographics

INCOME

An overwhelming majority of our readers either own their own businesses, or are professionals or executives.

- Average annual income is \$200,000+
- 40%+ earn in excess of \$250,000
- Approximately 10% earn \$750,000+
- Nearly 7% earn more than \$1 million
- 85% hold a four-year college degree

LIFESTYLE

- SCI members own an average of 1.8 Homes
- 48% own hunting property
- 38% own a ranch or farm
- 88% own trucks
- 57% own ATV/UTVs
- 9% hold a pilot's license and own planes
- 42% use private air services when traveling
- 25% own fishing boats
- 22% own motorhomes and fifth-wheelers
- 99% own rifles
- 92% own sporting shotguns
- 81% own home defense handguns
- 51% own modern sporting rifles (AR)
- 71% own a bow
- 33% own hunting dogs

TRAVEL

- On average SCI members travel more than 100 days and spend an average of \$61,000 per year. Of those who travel above economy class, nearly 33% fly first class, 63% business class.

BUYING & INVESTING HABITS

- Members spend on average \$46,000+ a year on jewelry and furs
- 75% hire the services of a professional broker or investment firm to manage their wealth
- More than half of the members collect art, wine, stamps, or coins as investments
- Nearly 14% collect antique firearms
- Almost 20% collect antique duck decoys

ACTIVITIES

Hunting Type

94% Rifle
37% Bow
14% Handgun

Time Spent Annually

42% hunt up to 20 days
43% hunt up to 50 days

Species

65% whitetail
31% mule deer
24% African plains
46% upland game
28% elk
10% Big Five game

Fishing Type

52% inshore
29% offshore
25% bass / 24% fly

Time Spent Annually

64% fish up to 20 days
17% fish up to 50 days

READING PRACTICES

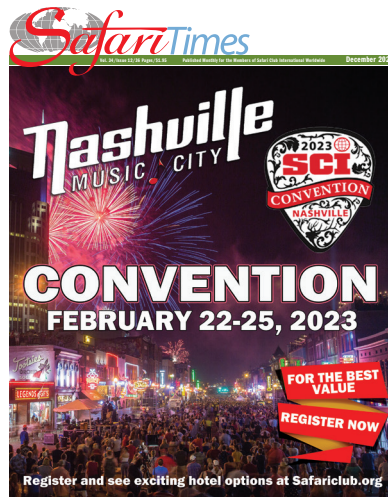
- An impressive 88% spend an average of three hours reading each issue of SAFARI Magazine

Print Opportunities



SAFARI MAGAZINE

SCI's award-winning, flagship publication delivers the most amazing hunting stories from around the world to SCI Members six times a year. SAFARI is packed with additional articles and columns reflecting the overall lifestyle of active outdoorsmen and women containing a broad mix of hunting, fishing, gun and product reviews, wildlife art, international travel and more. SAFARI is a lavishly illustrated, perfect-bound, coffee table style magazine. Published on heavy, glossy stock, SAFARI has an enduring shelf life.



SAFARI TIMES

This monthly tabloid-size color newspaper presents important and timely information concerning hunters' rights, national and international legislation, key information on travel for hunting and transportation of firearms, and club news. Local SCI chapter activities are featured, as well as education, conservation and wildlife management efforts.



SCI CONVENTION DAILY NEWS

A new issue is published each day of SCI's award-winning Convention and hand-delivered to every attendee. Exhibitors' products and services are highlighted along with Show specials and coverage of daily Convention events and ceremonies.



CONVENTION DIRECTORY

This annual special publication is the member's complete guide to SCI's award-winning Convention and includes the schedule of events, exhibitor listings, floor map, seminar descriptions and more.

Safari Magazine (Bi-Monthly)

Covers

2nd or 3rd	\$4,016	4th	\$4,588
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Color Rates

Size	1 Issue	3 Issues	6 Issues
Full Page	\$3,750	\$3,566	\$3,347
2/3 Page	\$2,910	\$2,718	\$2,593
1/2 Page	\$2,240	\$2,140	\$1,924
1/3 Page	\$1,550	\$1,448	\$1,392
1/4 Page	\$1,125	\$1,042	\$984
1/6 Page	\$750	\$701	\$650

Black & White Rates

Size	1 Issue	3 Issues	6 Issues
Full Page	\$2,590	\$2,480	\$2,398
2/3 Page	\$1,915	\$1,845	\$1,740
1/2 Page	\$1,450	\$1,374	\$1,298
1/3 Page	\$960	\$905	\$816
1/4 Page	\$740	\$703	\$667
1/6 Page	\$485	\$459	\$434

Classifieds

Minimum 6-issue order. No discounts. Prepayment of full schedule required.

Color	1": \$165	2": \$275	3": \$385
B&W	1": \$115	2": \$225	3": \$335

Design Charges

For each photo scanned there is a \$15 charge.

Full Page	\$330	1/3 Page	\$218	3" x 2 1/8"	\$55
2/3 Page	\$290	1/4 Page	\$178	1" x 2 1/8"	\$55
1/2 Page	\$250	1/6 Page	\$153	2" x 2 1/8"	\$55

Ad Size

Size	Live Area	Trim Area	Bleed Area
Two Page spread w/Bleed	14 3/4" x 10"	15 1/2" x 10 3/4"	15 3/4" x 11"
Full Page w/Bleed	7" x 10"	7 3/4" x 10 3/4"	8" x 11"
Full Page (no Bleed)	7" x 10"		
2/3 Page Vertical	4 9/16" x 10"		
1/2 Page Horizontal	7" x 4 7/8"	8" x 5 3/8"	8" x 5 1/2"
1/2 Page Vertical	4 9/16" x 7 3/8"		
1/3 Page Vertical	2 1/8" x 10"		
1/3 Page Horizontal	4 9/16" x 4 7/8"		
1/4 Page	4 9/16" x 3 3/8"		
1/6 Page Vertical	2 1/8" x 4 7/8"		
1/6 Page Horizontal	4 9/16" x 2 5/8"		

Measurements are width x height in inches

* These are gross numbers

Ordering Information:

Space will be sold on a first-come, first-serve basis with priority given to advertisers on contract for three or more insertions. All rates are in USD.

- Verbal orders are not binding. All orders & instructions, whether for contracts or single insertions, MUST BE RECEIVED IN WRITING PRIOR TO CLOSING DATE.

- SPECIFIC AD PLACEMENT CHARGE 15% OF SPACE RATE

"Convention Exhibitors" January/February

Closes: 11/1 Materials Due: 11/5

Immediately precedes the Ultimate Hunters' Market® with extra coverage on the goods and services exhibited at the SCI Annual Convention.

"Fishing Destinations and Gear" March/April

Closes: 1/1 Materials Due: 1/5

Not every fisherman hunts, but almost every hunter fishes. Bonus coverage in this issue on worldwide big game fishing.

May/June

Closes: 3/1 Materials Due: 3/5

Find the ultimate place to relax and rejuvenate after an intense hunting season and learn what you need to know when it comes to choosing premium hunting optics for the upcoming season.

June Awards

Closes: 4/1 Materials Due: 4/5

The excitement of Dangerous game fills the issue as well as previews of those products and services that are important to SCI members.

**this issue doesn't include content or articles*

July/August

Closes: 5/1 Materials Due: 5/5

Find the world's best wingshooting and learn about the guns, loads, and shooting techniques that make you a better wing shot.

September/October

Closes: 7/1 Materials Due: 7/5

Focused coverage on hunting the many types of deer found all around the world. Bonus coverage on personal protection, home defense and concealed carry.

November/December

Closes: 9/1 Materials Due: 9/5

Not just paintings, coverage in this issue includes the finest sculpture, paintings, taxidermy, engraving, leatherworking, jewelry and more.

SCI's Full Design Studio Is Available To You

Design, layout, typesetting, scanning, and other ad production services are available from our in-house design staff. Design charges include the price of production of one ad with one proof and one additional proof confirming first round of edits. Any additional edits and proofs will incur a minimum charge of \$35 each. Revisions to existing ads will be charged on the basis of work done by a ratio not to exceed the cost of a new ad.

Circulation rate: 35,792 | Domestic number: 31,032 | Abroad Number: 4,760

WHERE TO GO (CLASSIFIEDS) RATES

Space charges as follows: **B&W:** 1": \$115 | 2": \$225 | 3": \$335 **Color:** 1": \$165 | 2": \$275 | 3": \$385

Minimum orders 6 issues | No discounts apply | Minimum size is 1", maximum size is 3" | Payment must accompany order

Non-commissionable & no cash discounts apply | Column width is 2-1/8".

PRINTING SPECIFICATIONS: AAAA/MPA/ABP Offset Standard Specifications apply. | B&W SCREEN: 150 LPI, B&W DENSITY: Max. 100%

4C SCREEN: 150 LPI | 4C DENSITY: Max. 280%; Y 70%; M 70%; C 75%; K 65%. | ROTATION OF COLORS: Black, Cyan, Magenta, Yellow

MECHANICAL REQUIREMENTS: Printing: Web Press. | Binding: Perfect Bound | Trim Size: 7 3/4" x 10 3/4" | Live Matter 7" x 10"

INSERTS: Call for information/request form.

Safari Times (Monthly) 12 issues per year

PRINT

Color Rates (Per Issue)

Size	B&W	Color
Full Page	\$2,246	\$2,948
1/2 Page	\$1,148	\$1,507
1/4 Page	\$587	\$770
1 Col Inch	\$48	\$63

* These are gross numbers

Tips for designing for Newsprint

- Avoid reversed type smaller than 10 point san-serif & 18 point serif or light.
- Avoid colored type smaller than 10 point san-serif & 18 point serif or light.
- No "Rich" or 4 color black.
- Color type & graphics reproduce best when mixing only 2 or 3 colors never use all four.
- Avoid large solid areas of color & keep total ink coverage below 260%.

PRINTING SPECIFICATIONS: B&W SCREEN: 85 LPI, B&W DENSITY: Max. 100%. 4C SCREEN: 85 LPI, 4C DENSITY: Max. 260%, Dot gain: 33%.

MECHANICAL REQUIREMENTS: Printing: Web Press

Ad Size

Size	Width x Height	Image Area
Full Page	4 Columns x 13"	10 1/8" x 13"
1/2 Page Horizontal	4 Columns x 6 1/2"	10 1/8" x 6 1/2"
1/2 Page Vertical	2 Columns x 13"	5" x 13"
1/4 Page	2 Columns x 6 1/2"	5" x 6 1/2"

Column Width	One Column	2 1/8"
	Two Columns	5"
	Three Columns	7 1/2"
	Four Columns	10 1/8"
Column Depth	Full Column	13" Deep
	Max Full Page Size	10 1/8" x 13"

1/2 Page ad order must specify horizontal or vertical.

Safari Times Newspaper Closing Dates

ISSUE	CLOSES	MATERIALS DUE
January	December 1	December 5
February	January 1	January 5
March	February 1	February 5
April	March 1	March 5
May	April 1	April 5
June	May 1	May 5
July	June 1	June 5
August	July 1	July 5
September	August 1	August 5
October	September 1	September 5
November	October 1	October 5
December	November 1	November 5

Bleed ads will not be accepted for the Safari Times.
Orders may not be cancelled after closing date.

SAFARI TIMES is the news arm of SCI, presenting timely information of interest and importance to the organization's members. In addition to big game hunting, SCI members are involved in conservation projects, wildlife management, outdoor education & local, national & international legislation concerning wildlife & hunters' rights. Regular columnists include SCI officers, outdoor writers & legislative experts.

SCI's Full Design Studio Is Available To You

Design, layout, typesetting, scanning, and other ad production services are available from our in-house design staff. Design charges include the price of production of one ad with one proof and one additional proof confirming first round of edits. Any additional edits and proofs will incur a minimum charge of \$35 each. Revisions to existing ads will be charged on the basis of work done by a ratio not to exceed the cost of a new ad.

Ordering Information:

Display advertising space in **SAFARI TIMES** is sold on a first-come, first-served basis. All rates are in USD.

- Verbal orders are not binding. All orders & instructions, whether for contracts or single insertions, MUST BE RECEIVED IN WRITING PRIOR TO CLOSING DATE.
- No multiple-insertion discounts given without multiple-insertion order contracts on file.
- SPECIFIC AD PLACEMENT CHARGE 15% OF SPACE RATE

June:

See where to hook-up with the greatest catch!

July:

Everything is bigger in Texas, and this is one of the biggest Special Sections in Safari Times.

August:

From sea to sea, Canada offers SCI Members some of the most diverse hunting, travel and adventure opportunities.

October:

Find out where to get the biggest bucks!

Talk to your Advertising Sales Representative about advertising in special sections throughout the year.

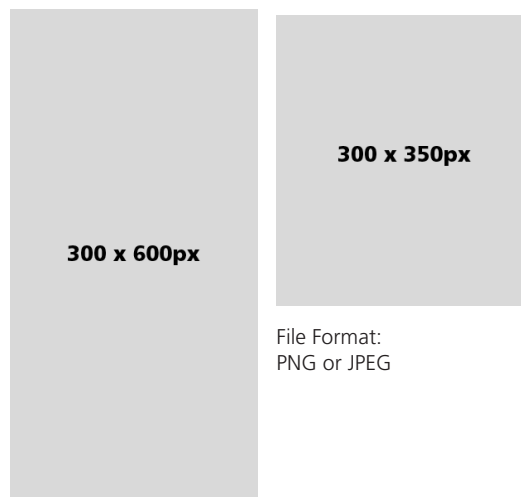
Digital Opportunities

Website Offerings:

We sell web banners on a weekly basis

- **Unique Visitors per Month:** 40,000+
- **Time Spent Range:** 2:20-3:00 minutes

Website Banners	Cost
300 x 350 Banner	\$800 per week NET
300 x 600 Banner	\$1,000 per week NET



Social Media:

Sponsored posts on SCI's social channels reach a highly engaged audience tuned in to the latest news and gear that affect their love of the outdoors. A following of 200,000 avid hunters and conservationists across Facebook, Instagram, Twitter and Youtube are thirsty for great outdoor content.

Social Media	Cost	Followers
Facebook	\$1,467 NET	180,000+
Instagram	\$300 NET	27,000+
Twitter	\$100 NET	10,700+
Youtube	\$300 NET	8,500+

SCI BI Weekly E Newsletter:

Subscribers love the clean format and limited advertising means your banner stands out. Advertorials also available.

- 35,000 subscribers.
- Open Rate is 69%, Click Thru: 7.6%

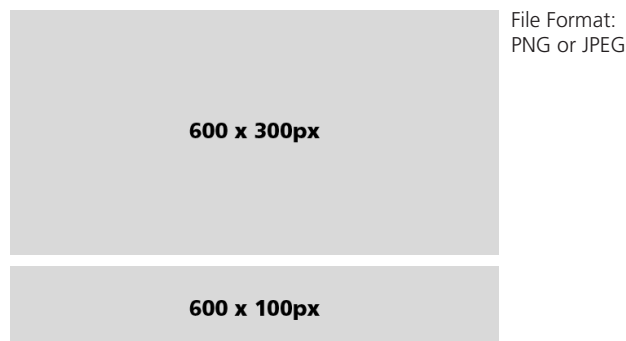
Here are the current dates for the E-Newsletter.

If there is no due date next to the date, then that date is **sold**.

01/11/23 – (Sold Out)	07/12/23 – Materials due 6/28
01/25/23 – (Sold Out)	3 600 x 100 available
02/08/23 – Materials due 1/28	07/26/23 – Materials due 7/12
2 600 x 100 available	2 600 x 100 available
02/22/23 – Materials due 2/15	08/09/23 – Materials due 7/12
1 600 x 100 available	3 600 x 100 available
03/08/23 – Materials due 3/1	08/23/23 – Materials due 8/09
1 600 x 300 available	3 600 x 100 available
03/22/23 – Materials due 3/15	09/06/23 – Materials due 8/23
1 600 x 100 available	3 600 x 100 available
1 600 x 300 available	09/20/23 – Materials due 9/06
04/05/23 – Materials due 3/39	1 600 x 100 available
3 600 x 100 available	10/11/23 – Materials due 9/20
1 600 x 300 available	3 600 x 100 available
04/19/23 – Materials due 4/12	1 600 x 300 available
3 600 x 100 available	10/25/23 – Materials due 10/18
05/03/23 – Materials due 4/19	1 600 x 100 available
1 600 x 100 available	11/01/23 – Materials due 10/25
05/17/23 – Materials due 5/03	1 600 x 100 available
1 600 x 100 available	11/15/23 – Materials due 11/01
05/31/23 – Materials due 5/17	2 600 x 100 available
1 600 x 100 available	11/29/23 – Materials due 11/15
06/14/23 – Materials due 6/07	3 600 x 100 available
3 600 x 100 available	1 600 x 300 available
1 600 x 300 available	12/13/23 – Materials due 11/29
06/28/23 – Materials due 6/14	1 600 x 300 available
2 600 x 100 available	12/27/23 – Materials due 12/13
	3 600 x 100 available



SCI e-Newsletter	Cost
600 x100 Banner w/ Link	\$1,000 NET
600 x 300 Banner w/ 150 word writeup	\$1,300 NET



Corporate Sponsorships & Licensing

100K+

- Booth Allowance
- Cash Donation
- :60 video loop
- 6 FP Safari Magazine ads
- 2 FP Safari Times ads
- 4 FP Convention Daily News ads
- 2 E-Newsletter ads
- Friday Evening Sponsor
- 15 Additional Badges
- 8 Additional Evening Tickets
- 2 Eblast
- Sponsor Package

100K+

- Booth Allowance
- Cash Donation
- :30 video loop
- 7 FP Safari Magazine ads
- 8 FP Safari Times ads
- 4 FP Convention Daily News ads
- Tote Bag Sponsor
- Attendee Registration Sponsor
- 4 Additional Badges
- 2 Life Memberships
- Chapter Fundraising Catalog ad
- Sponsor Package

100K+

- Booth Allowance
- Cash Donation
- 3 FP Safari Magazine ads
- 3 FP Safari Times ads
- 4 FP Convention Daily News ads
- 2 E-Newsletter
- Native Article
- 5 Eblast
- Wednesday Evening Sponsor
- Chapter Fundraising Catalog ad
- Sponsor Package

50K

- Booth Allowance
- 7 E-Newsletter ads
- 2 Convention Daily News ads
- Native Article
- 4 Eblast
- 3 weeks of Website Banner
- Chapter Fundraising Catalog ad
- Sponsor Package

50K

- 7 FP Safari Magazine
- Tote Bag Sponsor
- 4 Eblast
- 1 Mass Mailing
- Chapter Fundraising Catalog ad

40K

- Booth Allowance
- Cash Donation
- Bar Lounge Sponsor
- 1 FP Safari Magazine
- Sponsor Package

35K

- 1 FP Safari Magazine ad
- 1 FP Safari Times ad
- 6 E-Newsletter ads
- 4 weeks of Website Banner
- Sponsor Package

35K

- 1 FP Safari Magazine ads
- 5 FP Safari Times ads
- 2 FP Convention Daily News ads
- 1 FP Convention Directory ad
- Sponsor Package

THIRD PARTY MAILING

Personalize your message or offer to SCI Members.
Advertorials also available.

Physical list size: 33,000 / Electronic list size: 57,000



Advertising Content Guidelines

Safari Publications will not publish advertising that:

- Contains the following phrases:
 - “100% success” (Unless attached to a past season/year, i.e., “100% success in 2018”)
 - “No kill, no pay”
 - “Guaranteed hunt”
 - “Guaranteed kill”
- Sells primate hunts or hunts for captive bred lions
- Offers hunting trophies for sale or live animals with scores
- Promotes raffles and giveaways (Unless an SCI promotion)
- Features hunts for a specific/individual animal (File photos and stock photos of a specific animal are acceptable. However, specific animals that are still alive & for which specific hunts can be booked will not be accepted)
- Solicits membership to organizations that compete with SCI for funding or are in conflict with SCI goals
- Might discredit SCI, hunters or the sport of hunting
- Sells services or products that are illegal or are believed by SCI to be unethical
- Appears to be disrespectful to wildlife
- Publicizes any contest or activity where cash or merchandise is awarded as prizes for killing wildlife
- Might be falsely construed as inferring the endorsement of SCI
- Implies specific ranking for a trophy animal in an SCI Record Book before the entries for that book are closed. (Only trophies actually listed in current Record Books can be advertised as No. 1)
- Makes false claims or is offensive
- Might be libelous or an attack on the character of individual or the goods, services or activities offered by others
- Promotes hunting companies owned or operated by persons charged with or convicted of game law violations

Rate Policies for Safari Magazine & Safari Times

TERMS

No credit extended to first-time advertisers. All advertising costs must be paid in full before ad will run. Otherwise, payment is due NET 30 days from date of invoice.

AGENCY COMMISSION

15% discount goes to recognized advertising agencies submitting standard agency insertion order forms plus digital art.

DELINQUENT ACCOUNTS

Advertisers whose accounts with SAFARI Publications are 90 days past billing cannot advertise in either publication until their account has been brought to a zero balance and cash is presented for the next issue's advertisement. Accounts 120 days past billing are automatically turned over to a collection agency. Future advertising will not be accepted until the entire account (including all costs for the newly submitted ad) has been paid. Advertisers whose accounts have been turned over to a collection agency are permanently placed on a cash-only basis. In addition, these advertisers will not exhibit at Safari Club International conventions until their advertising account is paid in full. Interest of 1.5% per month (18% annually) is charged on accounts 30 days past billing.

COPY & CONTRACT PROVISIONS

All advertisements are accepted and published by the Publisher on the representation that the advertisers and/or advertising agency are properly authorized to publish the entire contents & subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and hold the Publisher harmless from and against any loss expense or other liability resulting from any claims or suits that may arise out of the publication of such advertisements. Publisher assumes no responsibility for insertion of incorrect key number or incorrect advertisement or omission of any advertisement. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of the rate card. SAFARI Publications reserves the right to decline or reject any advertising for any reason, at any time without liability, even though previously acknowledged or accepted.

Advertising Material Specifications

Ad duplications for other publications require written permission from the client & are subject to processing fees starting at \$45. Only ads generated by SCI's Art Department will be sent. SCI will not duplicate ads generated & produced by outside agents, whose agents should be contacted directly. All requests must be made at least one week in advance of the date required by the publication and are subject to SCI's production schedule. Rush ads will incur additional fees.

ACCEPTABLE FORMATS

- Safari Publications accepts PDF & JPG files **only**
- Any other format will be reviewed on a per request basis & may require additional charges PDF/X-1a compliant files are preferred

ACCEPTABLE TRANSFER METHODS

- WeTransfer.com, Dropbox, or email
- CD-ROM, DVD-ROM or any standard USB thumb drive

ACCEPTABLE SOFTWARE APPLICATIONS

- Acrobat PDF/X-1a compliant files preferred. Save as Acrobat 4.0 PDF 1.3 and embed all fonts
- Adobe Photoshop flattened .jpg files

FILE NAMING

- Name files in such a way to be clearly identifiable by issue of publication & customer name.
Example: **14JF_CompanyName.pdf**
- Do not use special characters in file name.
Examples: / * ' # ,
- File names should be kept as short as possible & include the program extension

PROCEDURES

- Include a printout or .jpg of ad
- Scan at 300 DPI at 100%
- Color ads must be CMYK. NO spot colors accepted
- RGB and spot colors shift when converted to CMYK. There is no guarantee of color accuracy. Convert any RGB to spot colors or CMYK prior to submitting artwork.
- Non-bleed ads do not require crop marks.
- Set document to actual size
- Set bleed ads to the bleed size
- S.W.O.P.-certified proof must be submitted for color-matching printing

SAFARI MAGAZINE PRINTING SPECIFICATIONS

- AAAA/MPA/ABP Offset Standard Specifications apply
- B&W SCREEN: 150 LPI, B&W DENSITY: Max. 100%
- 4C SCREEN: 150 LPI, 4C DENSITY: Max. 280%;
Y 70% / M 70% / C 75% / K 65%
- ROTATION OF COLORS: Black, cyan, magenta, yellow

MECHANICAL REQUIREMENTS

- Printing: Web Press
- Binding: Perfect Bound
- Trim Size: 7-3/4" x 10-3/4" / Live Matter 7" x 10"

Contact

David Hawkey *Director of Sales*
office: (520) 534-2241 ext. 288
Dhawkey@SCIFirstForHunters.org

Jim Lenhart *Advertising Sales Manager*
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jlenhart@scifirstforhunters.org

Lisa Neely *Sales Administrative Specialist*
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LNeely@SCIFirstForHunters.org

Dan Rabaja *Advertising Account Executive*
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Marisa Garcia *Production Administrator*
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(520) 620-1220 ext. 287 / cell: (520) 262-0736 / fax: (520) 618-3555
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