SAFARI CLUB INTERNATIONAL: AMERICA’S MOST INFLUENTIAL PRO-HUNTING ORGANIZATION

For 50 years Safari Club International has been the leading defender of the freedom to hunt and for wildlife conservation worldwide.

The organization’s annual convention, a Washington, D.C.-based advocacy team, an all-species focus, conservation projects, and 180 chapters around the world combine to make SCI unique in its ability to defend and support hunting. So unique, you could say SCI is the pro-hunting solution to the anti-hunting problem.

Safari Club International members are influential hunters dedicated to preserving their heritage for the next generation. They understand “safari” is an adventure outdoors and SCI helps ensure future adventures await.

Safari Club International is headquartered in Washington, D.C. just blocks from the United States Capitol, which means SCI is uniquely positioned to build effective relationships with Congressional leaders and federal agencies on behalf of the hunting community. SCI employs full time staff solely dedicated to monitoring legislative issues that affect hunters and wildlife conservation on a national scale.

Safari Club International employs one of the world’s premier legal teams specializing in hunting and wildlife conservation issues. One of the few hunting or conservation organizations with an in-house legal staff, the attorneys of SCI’s Government Affairs Department have represented SCI and SCI members in district and federal courts throughout the country to promote and preserve hunting and sustainable-use conservation.

Over the recent decade, SCI has served as the lone defender of hunters in courtrooms across the country. No matter what, where, or how you hunt, SCI defends your freedom to do it.
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THE FUTURE OF SCI RELIES ON 4 Pillars:

1. **Advocacy**
   In 100 cases in the U.S., SCI lawyers have been the only legal representation in the courtroom defending hunters. When legislators want reliable information, they come to SCI.

2. **Conservation**
   Since 2000, SCI Foundation has put over $60 million directly from the hunter-conservationists of SCI into on-the-ground conservation and management projects in over 30 countries on four continents.

3. **Membership**
   50,000 members and 180 chapters worldwide, SCI members put their money in what they believe - the defense of hunting and supporting wildlife conservation.

4. **Convention**
   SCI Convention, widely regarded as the “Ultimate Sportsmen’s Market”, brings together outfitters from six continents, manufacturers, over 20 live and silent auctions, and top rated entertainment.
ADVOCACY

Safari Club International is headquartered in Washington, D.C. just blocks from the United States Capitol, which means SCI is uniquely positioned to build effective relationships with Congressional leaders and federal agencies on behalf of the hunting community. SCI employs full time staff solely dedicated to monitoring legislative issues that affect hunters and wildlife conservation on a national scale.

SCI isn’t just active at the federal level of government; SCI has a political presence in all 50 states as well, be it through our chapters or our Government Affairs staff. SCI has also established a deep network of connections with pro-sportsmen elected leaders throughout the country thanks to collaboration with individual state sportsmen’s caucuses.

- SCI’s Government Affairs team actively monitors over 100 bills in the House and Senate so they’re ready to engage quickly and decisively when an issue of importance to our members arises.

- SCI monitors legislative activity in all 50 states, tracking hundreds of bills related to hunting, conservation, and firearms each year.

- SCI Staff regularly attends Senate and House Committee hearings on the Hill alongside dedicated partners in the hunting and conservation industry.

- SCI Staff and members routinely attend government hearings at the state level and provide testimony for or against important legislation.

- SCI regularly hosts “Sportsmen’s Roundtables,” inviting members of Congress to join leaders from the hunting and conservation community to discuss legislative priorities and strengthen their alliances.

- SCI is an active member of American Wildlife Conservation Partners (AWCP). AWCP is a consortium of more than 50 organizations that represent the interests of America’s millions of hunters, conservationists, professional wildlife and natural resource managers, outdoor recreationists, conservation educators, and wildlife scientists.

- AWCP members interact and engage with federal agencies and Congress regularly to advance policies, both legislative and regulatory, which promote wildlife conservation and public access to lands.
SCI facilitates a Political Action Committee (PAC), lending financial support to candidates in Federal elections who are committed to advancing and protect our hunting heritage. SCI-PAC is the largest PAC in the country solely focused on hunting rights. SCI also facilitates the Hunter Action Fund (HAF); HAF dollars are used to fund independent expenditure campaigns that can make the difference between winning and losing key election battles.

SCI has tens of thousands registered in the Hunter Advocacy Action Center (HAAC), a revolutionary software program that enables SCI members to impact legislative issues like never before. Through the HAAC, SCI’s Government Affairs staff connect SCI members directly to elected officials at the state and federal level, enabling engagement in public comment submissions and petitions related to trophy import bans, expanding hunting access, and second amendment issues that would impact hunters. The HAAC also played a vital role in urging the Senate to approve the Nomination of Aurelia Skipwith as Director of the USFWS. Through the HAAC, SCI members have made thousands of direct connections with state and federal legislators, ensuring their voice is heard in the political process.
IN 2019 - 2020

• SCI worked with members of Congress to enact legislation providing state fish & wildlife agencies the flexibility they need to bolster marketing plans and expand access to learn-to-hunt programs. We will continue leading an effort to make these gains permanent.

• SCI leadership and member advocacy was crucial in the defeat of several harmful trophy import and export bans in Connecticut, New York, and California.

• SCI played a substantial role in shaping the debate around the CECIL Act, demonstrating a strategy that will be repeatable in future legislative debates. Prior to the committee hearing, SCI provided information for testimony and questions for Members of Congress. SCI also spearheaded a coalition letter opposing the CECIL Act that included signatures from 35 wildlife conservation groups and placed an op-ed from CEO W. Laird Hamberlin in The Hill explaining SCI’s opposition.

• SCI worked with local chapters, partners, and legislators in Pennsylvania to ease their ban on Sunday hunting for the first time in state history.

• SCI participated in a meeting with the Director of U.S. Fish & Wildlife Service focused on “Big Six” priority wildlife and recreational uses for inclusion in the Services’ strategic plan.

• SCI led opposition to legislative amendments from the U.S. House that would have banned the importation of lion and elephant trophies.

• SCI submitted official comments to the U.S. Fish & Wildlife Service in support of expanding public access for hunting and fishing on National Wildlife Refuges.

• SCI staff helped coordinate and defeat an anti-bobcat hunting citizens’ petition before the Colorado Parks & Wildlife Commission through grassroots outreach.

• SCI staff attended a July 2019 White House ceremony where President Trump showcased the administration’s leadership on the environment and conservation. The event was attended by several cabinet members, including Interior Secretary David Bernhardt.

• SCI applied constant and strategic pressure including a virtual advocacy week that saw unprecedented engagement by members to ensure passage of the Great American Outdoors Act, the most significant wildlife and conservation legislation in nearly half a century.

• Lead the opposition to California Senate Bill 1175 (known as the African Iconic Species Act) which died on the State Senate floor when time expired for a concurrence vote. The effective coordination and effective engagements facilitated by SCI created a powerful lobby against SB 1175 and was instrumental for its demise.
LITIGATION

Safari Club International employs one of the world’s premier legal teams specializing in hunting and wildlife conservation issues. One of the few hunting or conservation organizations with an in-house legal staff, the attorneys of SCI’s Government Affairs Department have represented SCI and SCI members in district and federal courts throughout the country to promote and preserve hunting and sustainable-use conservation.

Safari Club International’s legal affairs team put together an impressive list of legislative victories in 2019 and they will continue working diligently in courtrooms across the country to protect the freedom to hunt and promote wildlife conservation.

- SCI and the U.S. Fish and Wildlife Service (FWS) prevailed in a lawsuit filed by Humane Society International challenging the FWS’s refusal to disclose personal information about wildlife importers and exporters.

- SCI, with the NRA and the U.S. Fish and Wildlife Service, successfully defended the decision to issue trophy importation permits on a case-by-case basis and without rulemaking.

- SCI successfully intervened in a case in which anti-hunting groups challenged the U.S. Fish and Wildlife Service’s decision to remove Florida black bears from the federal threatened species list. SCI also joined to defend the delisting and support Louisiana’s potential management of their bear population with regulated hunting.

- SCI filed briefs in support of the ongoing effort by an SCI member to invalidate a National Park Service (NPS) rule prohibiting certain activities including the use of hovercraft on rivers running through National Preserves in Alaska. The U.S. Supreme Court held that the NPS did not have the authority it claimed.

- SCI intervened to defend a decision of the U.S. Forest Service allowing the use of off-road vehicles for big game retrieval and other hunting-related activities in the Kaibab National Forest. The court acknowledged the goal of the lawsuit was to end hunting in the Forest. SCI, alongside the NRA, also intervened to defend a suit by animal rights groups to ban the use of lead ammunition in the Kaibab National Forest.

- SCI challenged U.S. Fish and Wildlife and National Park Service rules that prohibit or restrict hunting and hunting-related activities on the Kenai National Wildlife Refuge and on all National Preserves in Alaska.

- SCI, the New Jersey Outdoor Alliance, and the Sportsmen’s Alliance Foundation sued the New Jersey Department of Environmental Protection for closing state public lands to black bear hunting.

OVER THE RECENT DECADE, SCI HAS SERVED AS THE LONE DEFENDER OF HUNTERS IN COURTROOMS ACROSS THE COUNTRY.
SCI Foundation (SCIF) is a 501(c)(3) nonprofit organization that funds and directs worldwide programs dedicated to wildlife conservation and outdoor education. SCIF Foundation ensures that the best available science is used in wildlife policy and management and demonstrates the constructive role that hunting and hunters play in the conservation of biodiversity around the world. The organization is First For Wildlife, investing millions of dollars into wildlife conservation and education every year.

The Conservation Department at SCI Foundation partners with national, state and provincial governments, university researchers, and conservation non-governmental organizations to complete wildlife research and management projects all over the world. Since 2000, we have put over $70 million in hunter dollars to work on over 100 conservation projects in 30 countries. Some of our programs include:

- **North America:** SCI Foundation is a strong supporter of the North American Model of Wildlife Management and firmly believes that the hunter-conservationist is the key to future conservation efforts in North America. SCIF has supported projects in 23 states and provinces involving a range of species. Recent focus has been on the interactions between hunted species and expanding predator populations, grizzly and black bear populations, and declining mule deer populations in the West.

- **Africa:** SCI Foundation has a long history of success in Africa. SCIF works to support African states in managing their wildlife resources sustainably for the long-term benefit of their land, their people, and wildlife communities. We are currently supporting research to identify the most accurate and efficient methods to survey African lions and leopards so that these iconic species will continue to be conserved through sustainable use.

- **Asia:** Many central Asian countries are in the early stages of developing a sustainable use conservation model, but SCI Foundation has been present with our partners in the region since 2010. We support building capacity for local community-based conservation throughout the region, including projects in Kazakhstan, Pakistan, and Tajikistan.

- **Antipoaching:** Illegal harvest for meat or body parts is a primary threat to many wildlife species worldwide, especially rhinoceros and elephant in Africa. SCI Foundation has supported antipoaching efforts all over the world through grants, partnerships, and capacity-building efforts.

- **Matching Grants:** The SCI Foundation supports SCI chapters in their efforts to contribute toward conservation projects in their local areas. If a chapter supports a research or management project, they can apply for matching funds from the Foundation to increase their impact. In 2018, SCIF contributed over $30,000 to local conservation efforts through matching grants to the chapters.

For more information, visit SafariClubFoundation.org
HUMANITARIAN EFFORTS

Safari Care “Blue Bag”
SCI members provide humanitarian relief efforts around the world by providing medical and school supplies, toys, and clothing to communities in need.

African Wildlife Consultative Forum
AWCF is SCI Foundation’s premier conference in Africa, bringing together a diverse group of international stakeholders, senior government delegates, professional hunting associations, policy experts and wildlife biologists. Discussions at this forum center on African wildlife issues and coordinating responses to current events.

Sportsmen Against Hunger
SCI chapters provide meals to the hungry every year through generous donations of harvested meat to homeless shelters, food shelves and other charitable organizations.

Pathfinders
SCIF Pathfinders provides support to SCI Chapters in bringing hunting dreams to reality for disabled, terminally ill and wounded veterans.

American Wilderness Leadership Schools
AWLS is a course in conservation education for teachers to learn about wildlife management, how to integrate conservation lessons into what they teach and to understand how critical shooting sports and hunting are to successful conservation.
SCI MEMBERS ARE THE MOST AFFLUENT CONSUMERS IN THE HUNTING SPACE AND WE DO MORE BUSINESS AT THE SCI CONVENTION THAN ANY OTHER SHOW ALL YEAR.

- Brian Gilroy, Wildlife Partners

Dozens of topical seminars take place daily, presented by subject matter experts. And walking among the aisles there’s no telling who you may run into, as notable authorities from the hunting, shooting and outdoor industry attend the show annually.

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

EXHIBIT SPACE - 650,000 SQ FT
ATTENDANCE - 16,000

EVENING EVENTS (SAMPLE FROM 2020)
• TUESDAY - BERETTA GALA
• WEDNESDAY - BEACH BOYS
• THURSDAY - NIGHT OF THE HUNTER
• FRIDAY NIGHT - CHARLIE DANIELS
• SATURDAY NIGHT - DONALD TRUMP JR

IN FACT, MY WIFE TOLD ME SHOT IS NO FUN SO SHE STAYED AT HOME BUT SHE THOROUGHLY ENJOYS THE SCI CONVENTION!”

- Tom Claycomb, Outdoor Writer
Safari Club International will mark 50 years in 2021 and celebrations will kick off with the SCI Convention, February 3-6 in Las Vegas!
Hunters are passionate about the outdoors and spend their dollars supporting companies that help them pursue their passion. Partnering with SCI will elevate your brand in the eyes of hunters, solidify its position as a defender of the lifestyle, and deliver a hero-making bottom line result.

We listen to your goals and craft a tailored solution to create purchase preference and enable activation.

SCI offers events across the country, high profile Record Book award promotions and branding options to lift awareness and drive sales.

Work with SCI to extend your reach into the hunting market by tapping into the loyalty SCI Members show supporting companies and generate more revenue with a custom partnership program.

We’ll start by listening to your needs and goals, then work with you to build a program utilizing a full suite of promotional tools that will keep your product and name out front all year long. These assets go beyond the advertising in these pages, with special opportunities around the SCI Convention, a huge variety of digital options, conservation programs, and strategies for tapping our chapter network.

SCI Members are affluent and they influence the purchase decisions of their social circles. SCI sponsors have worked with the organization for an average of seven years, seeing increased value every year.
SCI Members are coveted consumers of quality products. They influence purchase decisions of others and they are loyal supporters of manufacturers who support SCI.

Why SCI?

**Income**
- 33% have an average income less than $100,000
- 28% earn between $100,000 and $175,000
- 39% earn over $175,000
- 42% joined SCI between the ages of 36 and 55, when their brand loyalties are solidifying and they are entering their peak income years and have more disposable income

**Education**
- 39% trade school certification or undergraduate degree
- 41% graduate or post-graduate degree

**Hunting Participation Type**
- 94% hunt with a rifle
- 37% bow
- 14% handgun
- 6% airgun

**Time Spent**
- 42% hunt up to 20 days annually
- 43% 50 days

**Species**
- 65% hunt whitetail deer
- 46% upland game
- 31% mule deer
- 28% elk
- 24% African plains game
- 23% bear

**Fishing Participation Type**
- 52% inshore fish
- 29% offshore fish
- 25% bass fish
- 24% fly fish

**Time Spent**
- 64% fish up to 20 days annually
- 17% fish up to 50 days annually

**Consumption**
- 30% dip or chew tobacco
- 44% drink beer
- 40% drink soda

**Ownership**
- 40% own land
- 19% own an upland game dog
- 11% own a waterfowl dog
- 99% own a rifle
- 92% own a sporting shotgun
- 81% own a home/self defense handgun
- 34% own a defense/tactical shotgun
- 52% own a compound bow
- 51% own a modern sporting rifle (AR)
- 41% own a plinking/target airgun
- 29% own a crossbow
- 14% own a hunting airgun
- 88% own a truck
- 57% own an ATV/UTV
- 33% own a yard tractor
- 31% own a farm tractor
- 22% own a camper or motor home
- 40% own a boat

**SCI Publications**
- 88% spend 3 hours reading each issue of SAFARI Magazine
- 82% share SCI publications with others
- 54% prefer SCI publications over all other outdoor magazines
SCI OFFERS A WIDE VARIETY OF TOOLS TO REACH OUTDOORSMEN WHEREVER THEY ARE, FROM THE MORNING COMMUTE TO THE WEEKEND HUNT.

WE PUT YOU IN FRONT OF AFFLUENT HUNTERS IN EVERY WAY POSSIBLE.

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 affluent outdoorsmen and women containing a broad mix of hunting, fishing, gun and product reviews, wildlife art, international travel and more.

SAFARI TIMES
This monthly tabloid-size color newspaper presents important and timely information concerning hunters’ rights, national and international legislation 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.

SCI DIRECT MAIL
Personalize your message or offer to SCI Members. Advertorials also available.
Physical list size: 50,000 • Electronic list size: 85,000
SCI 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, and Twitter are thirsty for great outdoor content.

SCI TAGSOUP PODCAST
Launched in Fall 2019, Tag Soup is available on Apple Podcasts, Spotify, Google Podcasts and everywhere podcasts are found. Topics range from the latest state and federal issues, SCI/SCIF conservation projects, interviews with outdoor celebrities, and in-depth discussions of hunter interests.

SCI NEWS E-NEWSLETTER
Subscribers love the clean format and limited advertising means your banner stands out. Advertorials also available.
83,000 subscribers
SAFARI: IT'S NOT JUST A MAGAZINE, IT'S A LIFESTYLE.

SCI's award-winning, flagship publication delivers amazing hunting stories from around the world to SCI Members six times a year.

SAFARI is packed with articles and columns reflecting the lifestyle of active and affluent outdoorsmen and women while containing a broad mix of hunting, fishing, 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 MAGAZINE
**RATES, SPECS & CALENDAR**

#### COVERS

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#### CLASSIFIEDS

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

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**January/February • “Convention Exhibitors”**  **Closes: 1/1**  **Materials Due: 1/5**
Immediately precedes the Ultimate Hunters’ Market® with extra coverage on the goods and services exhibited at the SCI Annual Convention.

**March/April • “Fishing Destinations and Gear”**  **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 • “Resorts & Destinations,” “Optics”**  **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 • “Dangerous Game,” “New Products”**  **Closes: 4/1**  **Materials Due: 4/5**
The excitement of dangerous game fills this issue as well as previews of those new products and services important to SCI Members.

**July/August • “Wingshooting & Shotgunning”**  **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 • “Deer Hunting,” “Home Defense”**  **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 • “Safari inspired Art”**  **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.
Safari Times is the news arm of SCI, presenting timely information of interest and importance to the organization’s members and all hunters.

Safari Times brings information on hunting and conservation to SCI Members every month in a full-color tabloid-size format.
SAFARI TIMES advertising space is sold by the column inch.

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Display space is sold on a first-come, first-served basis.

Orders & instructions must be received by SCI in writing prior to closing date.

Specific placement charge 15% of space rate.

SCI ONLINE

SCI HAS OVER 196,000 FOLLOWERS ACROSS FACEBOOK, INSTAGRAM & TWITTER.

Social Media
Facebook: $400
Instagram: $300
Twitter: $100

SCI News e-Newsletter
600x100 Banner: $984
Advertorial: $1,300

Tag Soup Podcast
Pre-roll: $200
Mid-roll: $100
30-Minute Interview: $500

Followers
180,000+
11,000+
10,600+

List Size
81,000
ADVERTISING MATERIAL SPECIFICATIONS

Ad duplications for other publications require written permission from the client & are subject to processing fees starting at $45.00. 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. Examples: 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
- 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”
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, is vulgar, suggestive, or 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, DISCOUNTS
No credit extended to first-time advertisers. All advertising costs must be paid in full before ad will run. A 2% discount is available for established advertisers when payment of entire ad run is paid before first insertion. 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. Additional 2% cash discount on net for payment sent with order.

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 & 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 & 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 & hold the Publisher harmless from & 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.
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AND IN PROMOTING WILDLIFE CONSERVATION WORLDWIDE
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THE END