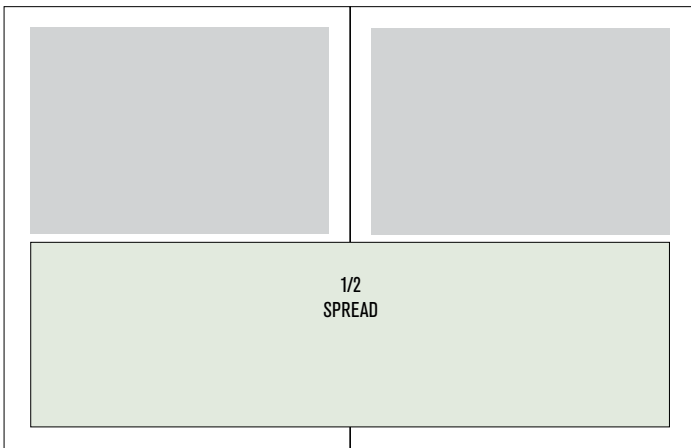
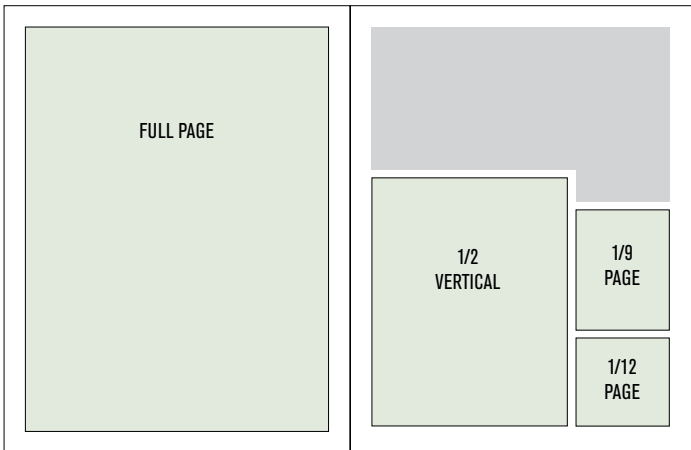
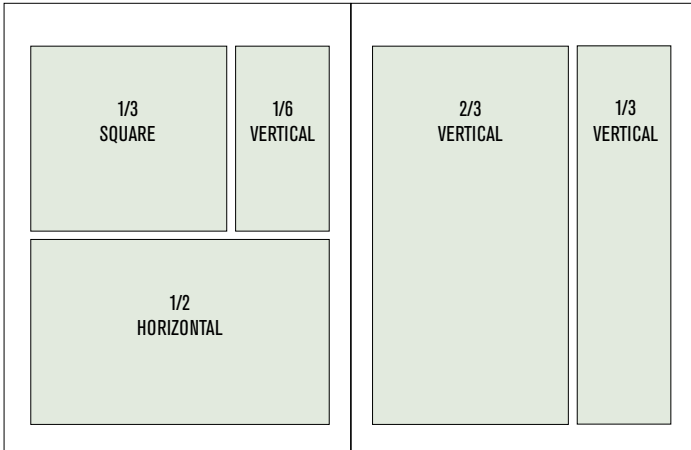


# Defenders

THE CONSERVATION MAGAZINE OF DEFENDERS OF WILDLIFE

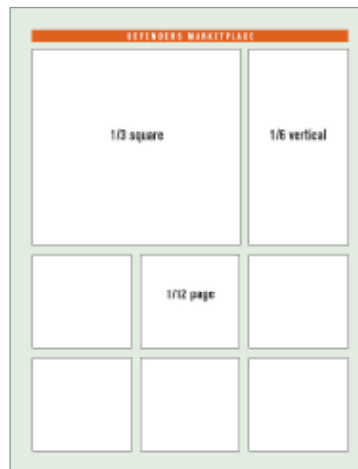
## AD SPECIFICATIONS



AD TYPE	IN FRACTIONS	IN DECIMALS
Full page with bleed	8 3/8"w x 10 3/4"h	8.375"w x 10.75"h
Full page	7 1/8"w x 9 1/2"h	7.125"w x 9.5"h
1/2 page spread	15"w x 4 3/8"h	15"w x 4.375"h
2/3 page vertical	4 5/8"w x 8 7/8"h	4.625"w x 8.875"h
1/2 page horizontal	7"w x 4 3/8"h	7"w x 4.375"h
1/2 page vertical	4 5/8"w x 5 7/8"h	4.625"w x 5.875"h
1/3 square	4 5/8"w x 4 3/8"h	4.625"w x 4.375"h
1/3 vertical	2 3/16"w x 8 7/8"h	2.1875"w x 8.875"h
1/6 vertical	2 3/16"w x 4 3/8"h	2.1875"w x 4.375"h
1/9 page	2 3/16"w x 2 7/8"h	2.1875"w x 2.875"h
1/12 page	2 3/16"w x 2 1/8"h	2.1875"w x 2.125"h

Publication trim size: 8 1/8"w x 10 1/2"h

## DEFENDERS MARKETPLACE



**1/3 SQUARE**  
4 11/16"w x 4 7/16"h  
or  
4.6875"w x 4.4375"h

**1/6 VERTICAL**  
2 1/4"w x 4 7/16"h  
or  
2.25"w x 4.4375"h

**1/12 PAGE**  
2 1/4"w x 2 1/8"h  
or  
2.25"w x 2.125"h

# Defenders

THE CONSERVATION MAGAZINE OF DEFENDERS OF WILDLIFE

## MATERIAL SPECIFICATIONS

### ACCEPTABLE FILE FORMATS

- Preferred: High-resolution (at least 300 dpi) print-ready PDF (PSD/X-1a)
- Layout programs: Adobe InDesign or QuarkXpress with all support files (images, graphics and fonts) linked and updated
- Vector art: Adobe Illustrator (with type/fonts converted to outlines)
- Photos: Adobe Photoshop CMYK, tif, with at least 300 dpi resolution
- All Pantone colors must be converted to CMYK

### UNACCEPTABLE FILE FORMATS

Microsoft Word, Microsoft PowerPoint, Microsoft Publisher, Native Freehand, Native CorelDRAW, Adobe Pagemaker

### SUBMITTING MATERIALS

E-mail high-res PDF ads smaller than 5 megabytes to [pcorcoran@defenders.org](mailto:pcorcoran@defenders.org)

### Defenders FTP site:

- Install Fetch on your computer. Download free from [www.download.com](http://www.download.com)
- Hostname: [FTP2.defenders.org](ftp2.defenders.org)  
user name: wildlife  
password: !swanyoyo
- Upload files in the folder named ADS within the DEFENDERS MAGAZINE folder.
- Please note that any files sent through FTP must be compressed.

### Mail:

Send the files on a Mac-formatted CD and include an accurate hard-copy proof printed at 100 percent.

Defenders of Wildlife  
Attn: Peter Corcoran  
1130 17th Street, NW  
Washington, D.C. 20036

### Questions or problems, contact:

Pete Corcoran, Designer  
[pcorcoran@defenders.org](mailto:pcorcoran@defenders.org)  
202.772.3215

## 2010 ISSUE AND CLOSING DATES

ISSUE	AD SALES CLOSE	MATERIALS DUE	PUBLICATION DATE
Winter 2010	November 16, 2009	November 20, 2009	January 21, 2010
Spring 2010	February 19, 2010	February 24, 2010	April 22, 2010
Summer 2010	May 21, 2010	May 26, 2010	July 15, 2010
Fall 2010	August 20, 2010	August 25, 2010	October 14, 2010