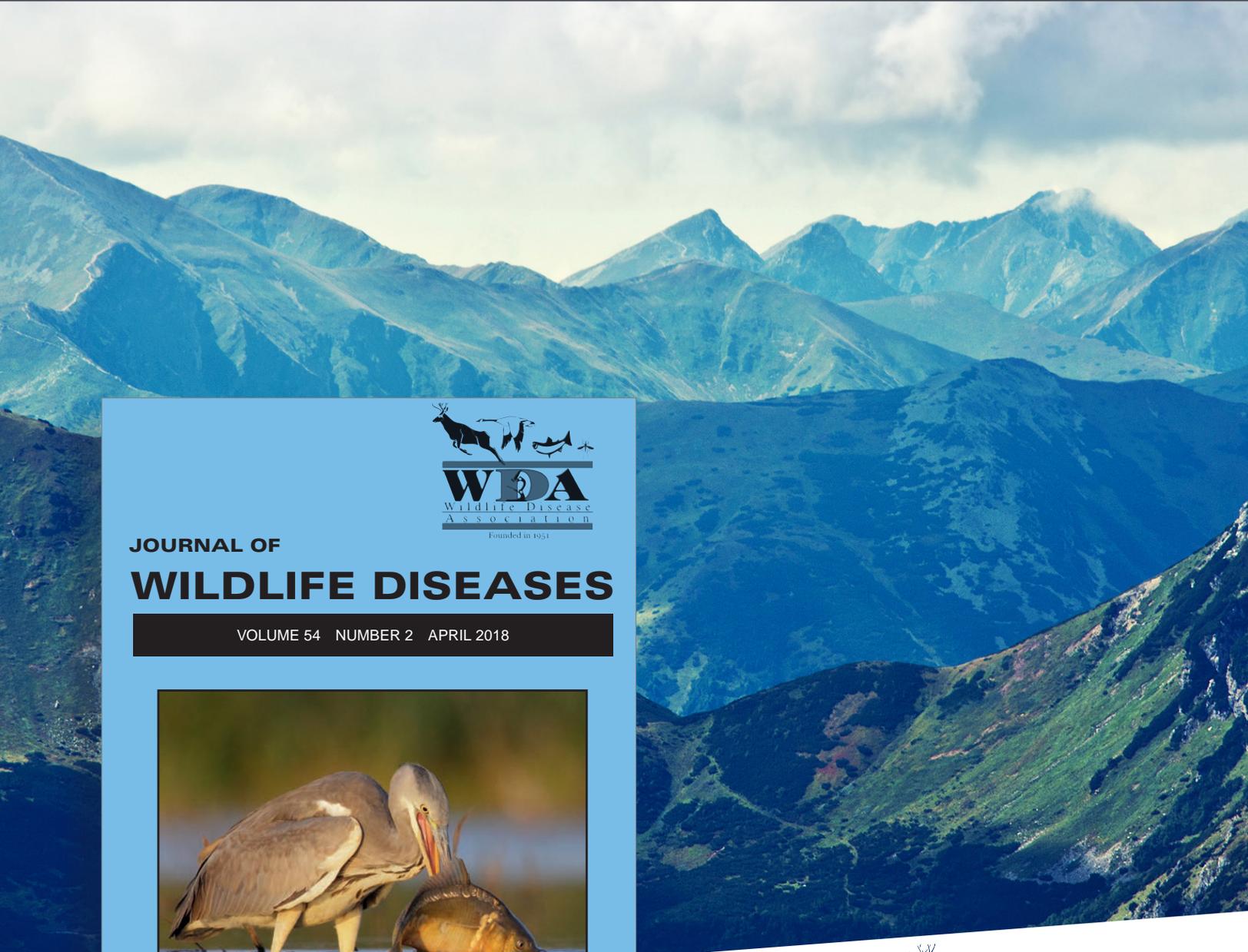


2019

# MEDIA KIT

JOURNAL OF WILDLIFE DISEASES



JOURNAL OF  
**WILDLIFE DISEASES**

VOLUME 54 NUMBER 2 APRIL 2018



“  
**WDA is all wildlife  
 diseases, all  
 conservation, all one  
 health, all the time!**  
 ”

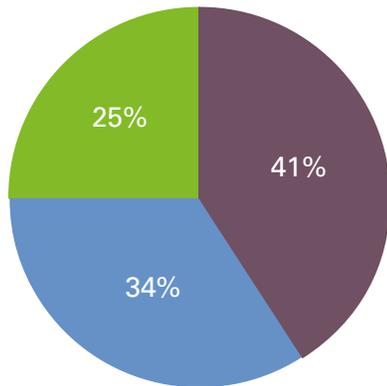
For more than 60 years  
 Wildlife Disease Association  
 has published what is  
 now called One Health  
 research, facilitated One  
 Health solutions to wildlife  
 conservation challenges,  
 and promoted One Health  
 education.

**DEMOGRAPHICS**

The *Journal of Wildlife Diseases (JWD)* is published quarterly by the Wildlife Disease Association (WDA). *JWD* is a primary tool used by the WDA in accomplishing its mission, to “acquire, disseminate, and apply knowledge of the health and diseases of wild animals in relation to their biology, conservation, and interactions with humans and domestic animals.”

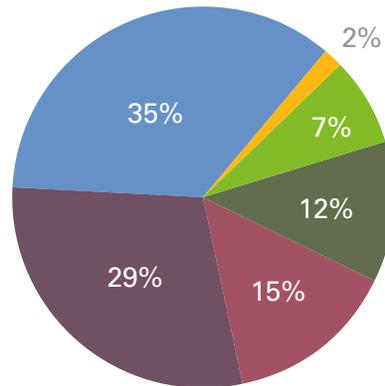
The *JWD* publishes reports of wildlife disease investigations, research papers, brief research notes, case and epizootic reports, review articles, and book reviews. The *JWD* publishes the results of original research and observations dealing with all aspects of infectious, parasitic, toxic, nutritional, physiologic, developmental and neoplastic diseases, environmental contamination, and other factors impinging on the health and survival of free-living or occasionally captive populations of wild animals, including fish, amphibians, reptiles, birds, and mammals. Papers on zoonoses involving wildlife and on chemical immobilization of wild animals are also published.

**CIRCULATION: 650**



**PURCHASING AUTHORITY**

- Recommend products and services for purchasing
- Decision maker
- No involvement in purchasing



**PRIMARY JOB FUNCTION**

- Conservation Advocacy or Policy
- Public Health
- Wildlife Biologist
- Diagnostics
- Wildlife Research
- Wildlife Veterinarian

# JWD PRINT MEDIA



## ISSUANCE / QUARTERLY

| MONTH   | RESERVATION | MATERIAL DUE |
|---------|-------------|--------------|
| JANUARY | 10/24/18    | 11/19/18     |
| APRIL   | 1/31/19     | 2/25/19      |
| JULY    | 4/30/19     | 5/23/19      |
| OCTOBER | 7/31/19     | 8/23/19      |

## 2019 ADVERTISING RATES / PER INSERTION

| BLACK/WHITE  | 1x    | 4x    | COLOR                     | 1x    | 4x    |
|--------------|-------|-------|---------------------------|-------|-------|
| Full Page    | \$806 | \$714 | +                         | \$750 | \$700 |
| Half Page    | \$573 | \$515 | (IN ADDITION TO B/W RATE) |       |       |
| Quarter Page | \$398 | \$378 |                           |       |       |

## COVER / PREFERRED POSITION RATE

| PREMIUM OVER EARNED B/W PAGE RATE |     |
|-----------------------------------|-----|
| Inside Front Cover (C2)           | 40% |
| Inside Back Cover (C3)            | 25% |
| Outside Back Cover (C4)           | 50% |
| Other Preferred Positions         | 10% |

## DISPLAY AD SIZES / DIMENSIONS ARE WIDTH x HEIGHT IN INCHES.

Trim Size: 6.875 x 10" *JWD* trims 0.125" off top, bottom and outside edge. Live area should be a minimum of 0.375" inside trimmed edges, a minimum of 0.5" should be allowed for the bind edge.



# JWD DIGITAL MEDIA

WWW.JWILDLIFEDIS.ORG

24,000 MONTHLY PAGE VIEWS

9,000 MONTHLY SESSIONS

7,000 MONTHLY USERS

## ONLINE RATES

|                              |       |
|------------------------------|-------|
| LEADERBOARD*: 728 x 90       | \$850 |
| TOP BANNER 1: 160 x 600      | \$500 |
| TOP BANNER 2: 160 x 600      | \$500 |
| HOME TOWER: 160 x 600 pixels | \$600 |
| TILE: 180 x 150 pixels       | \$250 |

\*Leaderboard available, space permitting

The screenshot shows the homepage of the Journal of Wildlife Diseases website. At the top, there are navigation links for 'Log In', 'Register', 'Help', and 'Cart'. Below this is a blue 'LEADERBOARD' banner, followed by 'OR' and two green 'TOP BANNER 1' and 'TOP BANNER 2' options. The main content area features the journal's logo and title, 'JOURNAL OF WILDLIFE DISEASES'. A sidebar on the left contains a menu with links for 'INFORMATION FOR AUTHORS', 'WILDLIFE DISEASE ASSOCIATION', 'SUBSCRIBE', 'ABOUT', 'EDITORIAL BOARD', 'ALERTS', 'HELP', 'CONTACT US', and 'ADVERTISING'. The main content area includes a 'Vol. 52 Issue 3 (July 2016)' section with a cover image and a 'Journal of Wildlife Diseases' section with a description. A 'Welcome' section on the right highlights 'New Website' features like improved navigation and more search options, and a 'Members' section with login instructions. At the bottom, there is a 'Tile' advertisement and a 'Featured Articles' section with the title 'MODELING THE ENVIRONMENTAL GROWTH OF PSEUDOGYMNOASCUS DESTRUCTANS AND ITS IMPACT ON THE WHITE-NOSE SYNDROME EPIDEMIC'.

## E-NEWSLETTER 2XMONTH

2,400 CIRCULATION

### ONLINE RATES

■ LEADERBOARD: 728 × 90 pixels \$950



September 18th, 2018

#### LEADERBOARD

WDA Crowd Funded Wildlife Health/Disease Grants. **Congratulations to our winners, it was a tie, both got 134 pledges. Stephanie Norman's** project on antibiotic resistance in marine mammals and **Wynand Goosen's** on Tb in black rhino are splitting the two top prizes ( \$750 each).

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**Only 3 days left!** Sixteen projects qualified for the WDA Wildlife Health/Disease Research Crowd Funding Drive. **Seven have made or exceeded their goals. Six are within striking distance!** The 4 **WDA author runner-up prizes of \$100 each to be determined this Friday.** You can help by donating or helping to publicize a project you would like to see succeed. See more information [here](#).

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**WDA Elections!** Polls close October 30th. All currently paid up WDA members should have received a ballot via email from Allen Press. **If you didn't get a ballot it is likely that we have an old email address that needs to be updated.** You can do that by contacting [clapine@allenpress.com](mailto:clapine@allenpress.com). The 4 candidates for the WDA Council Student Member seat are **Jenny Bloodgood, Janetta Kelly, Michelle Coombe, and Marianthi Ioannidis.** A second item on the ballot is a **change in the WDA Constitution.** See more information [here](#).

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The EWDA Conference in Thessaly, Greece attracted 195 people from 31 countries with a very packed but varied program. **A Vic Simpson Travel Grant award was established in memory of Vic.**

## TECHNICAL SPECIFICATIONS



### PRINT ADS

**RESOLUTION** / Image resolution for all graphics should be 300 dpi or higher for color or grayscale images and 1200 dpi for bitmap line art. No RGB or Indexed color mode graphics.

**FORMAT** / High-Resolution PDF files are preferred. PDF's should be created using the Press Optimized settings, and all fonts must be embedded. Please verify journal trim and bleeds. File must be set up for correct journal trim, and bleeds must be set at 0.125" beyond the trim. It is recommended that you submit files 1 week prior to the material due date.

### ONLINE ADS

Acceptable file formats include: bmp, wbm, swf/flash, .gif, Animated .gif, .jpg, and .png.

**Note:** Some mobile devices do not render flash.

### AGENCY COMMISSION

There is a standard 15% commission to recognized agencies. Color and position fees are commissionable.

### TERMS AND CONDITIONS

The *Journal of Wildlife Diseases* reserves the right to refuse materials and require publication prepayment. The *Journal of Wildlife Diseases* does not accept advertising for credit/debit cards, insurance or travel.

The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of ad's content, including, but not limited to, names, pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising from an advertisement.

All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement containing the error. An error that does not materially affect the value or content of an advertisement will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof, or a proof was not supplied.

