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.

DEMOCRAPHICS
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 the results of original research and observations dealing with all aspects of the health and conservation of free-living wildlife of any taxa. This includes all categories of disease, such as infectious, parasitic, nutritional, toxic, physiologic, developmental, physical and neoplastic, as well as zoonoses involving wildlife, and immobilization techniques. Formats for manuscripts include full research papers, review articles, short communications, letters, and book reviews.

PRINT CIRCULATION: 452
ONLINE CIRCULATION: 1500

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
WWW.JWILDLIFEDIS.ORG

24,000 MONTHLY PAGE VIEWS
9,000 MONTHLY SESSIONS
7,000 MONTHLY USERS

RATES

- TOP BANNER: 600 × 160 pixels $850
- TILE: 180 × 150 pixels $250
- BOTTOM BANNER: 728 × 90 pixels $600

*Leaderboard available, space permitting
*100% of all ad revenue will go toward WDA Student Activities. This includes print, digital, weekly email news and announcements, and e-newsletters.

WDA thanks you for your support!

**ISSUANCE / QUARTERLY**

<table>
<thead>
<tr>
<th>MONTH</th>
<th>RESERVATION</th>
<th>MATERIAL DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>10/21/21</td>
<td>11/16/21</td>
</tr>
<tr>
<td>APRIL</td>
<td>1/27/22</td>
<td>2/21/22</td>
</tr>
<tr>
<td>JULY</td>
<td>4/28/22</td>
<td>5/23/22</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>7/29/22</td>
<td>8/23/22</td>
</tr>
</tbody>
</table>

**2022 ADVERTISING RATES / PER INSERTION***

<table>
<thead>
<tr>
<th>COLOR</th>
<th>1x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$662</td>
<td>$595</td>
</tr>
<tr>
<td>Half Page</td>
<td>$530</td>
<td>$485</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$433</td>
<td>$408</td>
</tr>
</tbody>
</table>

**COVER / PREFERRED POSITION RATE**

<table>
<thead>
<tr>
<th>PREMIUM OVER EARNED</th>
<th>COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover (C2)</td>
<td>40%</td>
</tr>
<tr>
<td>Inside Back Cover (C3)</td>
<td>25%</td>
</tr>
<tr>
<td>Outside Back Cover (C4)</td>
<td>50%</td>
</tr>
<tr>
<td>Other Preferred Positions</td>
<td>10%</td>
</tr>
</tbody>
</table>

**DISPLAY AD SIZES / DIMENSIONS ARE WIDTH × HEIGHT IN INCHES.**

Trim Size: 6.875 × 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.

- **FULL PAGE BLEED**: 7.125 × 10.25”
- **FULL PAGE**: 6.125 × 9.25”
- **HALF PAGE**: 6.125 × 4.375”
- **QUARTER PAGE**: 2.75 × 4.375”

For More Information Contact -
Kevin Hall
Advertising Sales Executive
khall@allenpress.com
(785) 865 - 9143
Quarterly Newsletter
August 2021
Sarah Sirica, Quarterly Newsletter Manager

69th Annual WDA/14th Biennial EWDA Joint Virtual Conference

Managing Wildlife Diseases for Sustainable Ecosystems

WDA needs your Wildlife Photos!

The WDA Website is getting a new look and we are looking to showcase pictures of all sections and all taxa. Find details on what we are looking for and how to submit inside.

For More Information Contact -
Kevin Hall / Advertising Sales Executive
khall@allenpress.com / (785) 865 - 9143
LEADERBOARD

WEEKLY EMAIL NEWS AND ANNOUNCEMENTS

RATES

<table>
<thead>
<tr>
<th></th>
<th>1×</th>
<th>4×</th>
<th>8×</th>
<th>12×</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEADERBOARD: 728 × 90 pixels</td>
<td>$700</td>
<td>$650</td>
<td>$600</td>
<td>$550</td>
</tr>
</tbody>
</table>

For More Information Contact -
Kevin Hall / Advertising Sales Executive
khall@allenpress.com / (785) 865 - 9143
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: bnp, wbm, swf/flash, .gif, Animated .gif, .jpg, and .png.

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

CREATIVE SERVICES

Creative services are available to all advertisers at a rate of $100/hour billed in 30-minute increments. Creative services include graphic design and/or copy writing. Please contact the Advertising Sales Executive for a customized quotation based on your creative needs.

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.