



## *NAFA Hawk Chalk Advertising Policy & Ad Rates*

NAFA will have two types of “ads” in the Hawk Chalk publication. Free ads will be limited to three lines of text in the same font as the surrounding article and will not include references to web site URLs; these ads will be placed where space allows at the end of an article and will not include half-tones. All other ads will be paid ads in the Hawk Chalk and must be submitted as camera-ready.

The NAFA publication, Hawk Chalk, accepts only camera ready ads in digital format, and should be submitted as an email attachment, or CD-ROM to [hawkchalkeditor@yahoo.com](mailto:hawkchalkeditor@yahoo.com). Acceptable formats are, PDF, TIFF, JPEG, Adobe PageMaker 7, or PhotoShop. Resolution of images should be between 240 dpi and 300 dpi. With PDF files make sure the resolution of images does not get reduced, and all images and fonts are embedded.

Size	Member Price - Color	Member Price – B&W	Non-Member Price
1/4 page	\$100	\$75	\$200
1/2 page	\$150	\$100	\$275
Full page	\$250	\$200	\$400
Inside back cover	\$350	\$300	\$500
Inside front cover	\$400	\$350	\$500

- 10% discount for members pre-paying for two or more issues.
- All full page ads may bleed. Please allow at least 1/8 inch extra for trim on all sides.
- Payment in full must be made in advance. Make checks payable to North American Falconers' Association and submit to the NAFA Treasurer. Ads can also be paid with Mastercard, Visa, Discover or American Express. Ads which have not been paid for or which are not submitted as camera-ready will not be printed (except for free inline ads described above).

### Deadlines:

June 24, 2009 – August Hawk Chalk  
October 24, 2009 – December Hawk Chalk  
February 24, 2010 – April Hawk Chalk

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