



“  
**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.



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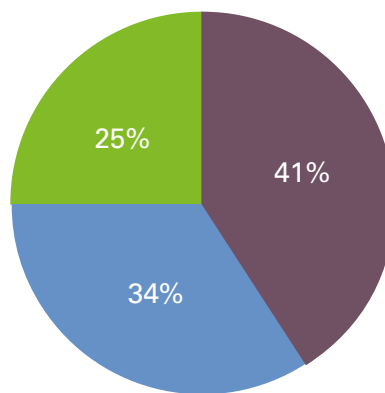
# JOURNAL OF WILDLIFE DISEASES

A publication of the Wildlife Disease Association

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.”

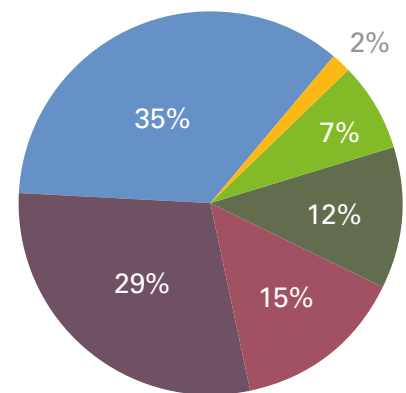
The *JWD* publishes reports of wildlife disease investigations, research papers, brief research notes, case and epizootic reports, review articles, and book reviews. The *JWD* publishes the results of original research and observations dealing with all aspects of infectious, parasitic, toxic, nutritional, 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: 850



## 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	10/28/16	11/15/16
APRIL	2/3/17	2/21/17
JULY	5/3/17	5/19/17
OCTOBER	8/3/17	8/21/17

## 2017 ADVERTISING RATES / PER INSERTION

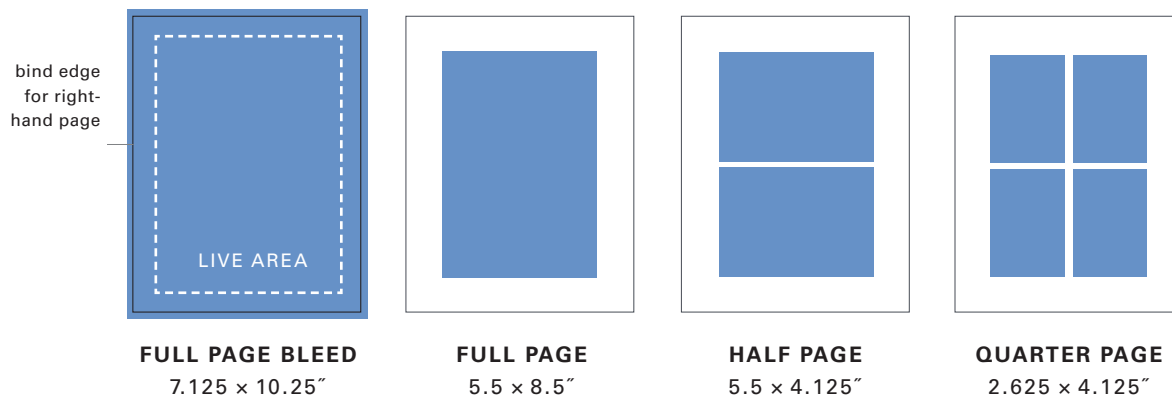
BLACK/WHITE	1x	4x	COLOR	1x	4x
Full Page	\$783	\$695	+	\$750	\$700
Half Page	\$556	\$500	(IN ADDITION TO B/W RATE)		
Quarter Page	\$386	\$350			

## 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 0.25" off top, bottom and outside edge. Live area should be a minimum of 0.5" inside trimmed edges, a minimum of 0.5" should be allowed for the bind edge.



# JWD DIGITAL MEDIA

WWW.JWILDLIFEDIS.ORG

15,600 MONTHLY PAGE VIEWS

6,000 MONTHLY SESSIONS

4,300 MONTHLY USERS

## ONLINE RATES

■ TOP BANNERS: 468 x 60 pixels	\$500
■ HOME TOWER: 160 x 600 pixels	\$600
■ TILE: 180 x 150 pixels	\$250



## 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: .gif, Animated .gif, .jpg, and .png.

### 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.

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