


RANGER

The Journal of the Association of National Park Rangers

ANPR  Stewards for parks, visitors and each other

Statement of Purpose

Ranger is a publication of the Association of National Park Rangers, an organization created to communicate for, about and with park rangers; to promote and enhance the park ranger profession and its spirit; to support management and the perpetuation of the National Park Service and the National Park System, and to provide a forum for social enrichment. *Ranger*, a 28- to 36-page journal, is published quarterly for approximately 1,200 subscribers.

Advertising Policy

The publisher won't accept any advertising copy that promotes, offers or for a fee or consideration, recommends, describes or announces the availability of any *insurance policy, travel arrangement or credit, debit or charge card or similar financial instrument or account*, due to postal restrictions. The advertiser and/or agency agree to assume all responsibility for any claims arising from the advertising copy against the publisher. **The publisher also reserves the right to reject any advertising copy for any reason determined by the editor.**

Advertising Rates for 2011

The rate table reflects discounts for multiple-issue insertions. The rate quoted in each box is *per insertion*.

Ads	Size in Inches	1x (rate per insertion)	2x (rate per insertion)	3x (rate per insertion)	4x (rate per insertion)
full page	7.5 x 9.5	\$680.63	\$612.56	\$544.50	\$476.44
3/4 page	7.5 x 7.125	\$529.38	\$476.44	\$423.50	\$370.56
1/2 page	7.5 x 4.75	\$340.31	\$306.28	\$272.25	\$238.23
1/4 page	7.5 x 2.375	\$189.06	\$170.16	\$151.25	\$132.35
2/3 page	7.5 x 6.33 5 x 9.5	\$453.75	\$408.38	\$363.00	\$317.63
1/3 page	7.5 x 3.17 2.5 x 9.5 5 x 4	\$264.68	\$238.23	\$211.75	\$185.28
1/6 page	5 x 2.375 2.5 x 4.75	\$151.25	\$136.13	\$121.00	\$105.88
1/9 page	2.5 x 3.17	\$113.43	102.10	\$90.75	\$79.41
1/12 page	2.5 x 2.375	\$75.63	\$68.06	\$60.50	\$52.93

Format

Camera-ready hard copy or digital files are accepted. The editor also can do minor typesetting and design. Digital files should be EPS, TIF or high-resolution JPG files, compatible with the Windows platform. (*Other specifications:* 150 line screen or 300 dpi; film requirements – right reading emulsion down.) The inside pages of *Ranger* are black + one spot color.

Contracts

Contracts are based on the number of insertions per issue in the contract year. A written statement of intent on the advertiser's letterhead is sufficient for a contract. Contracts should describe the number and size of insertions per issue, and the number of issues (up to four) for each insertion. The contract period shall start from the date of first issue and cover the number of issues for each insertion, but shall not exceed one year. *Payment is due in full on the first artwork due date.*

Deadlines

Issue Artwork and Payment

Spring Jan. 20

Summer April 20

Fall..... July 20

Winter..... Oct. 20

Address

Make checks payable to the **Association of National Park Rangers**. Submit ads and payment to:

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fordedit@aol.com or ANPRbiz@aol.com

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