

Tuesday 8 April 2009

## Kenya Birding Advertising Options

### Further Information

For more details and advertisement rates, contact Abigael Ongeti on

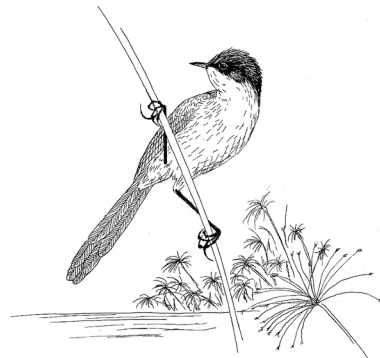
Tel: 02 (0) 3749957 or 3746090

Fax: 02 (0) 3741049

Email: [office@naturekenya.org](mailto:office@naturekenya.org)

Closing date for the next print run: **29 May 2009**

*Same low rates  
for Issue 3*



Our rates remain the same for Issue 3 as for the last issue, providing you the best value in the market! The following advertising options are available, with costs available on the enclosed order form. With early payment you qualify for a 10% discount; Nature Kenya corporate members get a 15% discount.

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Back cover | Inside front | Inside back | Full | ½ page | ¼ page | 1/8 page

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## Kenya Birding Magazine Advertising Rates for Issue 3

Advertising options	Rates in Ksh/ USD	Corporate members 10%**	Discounted rates 5%*
Back Cover	146,000 (\$ 1950)	131,400	138,700
Inside front Cover	135,000 (\$ 1800)	121,500	128,250
Inside back Cover	135,000 (\$ 1800)	121,500	128,250
Full Page	105,000 (\$ 1400)	94,500	99,750
½ Page	70,000 (\$ 950)	63,000	66,500
¼ Page	42,000 (\$ 560)	37,800	39,900
1/8 Page	24,000 (\$ 320)	21,600	22,800

\* Discounted rates for **early registration** – book and pay **before 5 May 2009** and you'll receive a 10% discount

\* \*Nature Kenya corporate members receive a 15% discount. (Corporate application is available).

### Magazine Technical Data

The final magazine will be A4 size (trimmed) containing 32 pages of text plus a 4 page cover. The magazine will be printed in full colour on 110gsm silk paper for the text pages and 150gsm silk for the cover. The magazine will be saddle-stitched.

### Advert size options

For full page, full bleed advert, a 3mm bleed area should be included.

Advert size and position	Width mm	Height mm
Full Page – Outside Back Cover FULL BLEED	216	303
Full Page – Outside Back Cover TEXT AREA	186	273
Full Page – Inside Front Cover FULL BLEED	216	303
Full Page – Inside Front Cover TEXT AREA	186	273
Full Page – Inside Back Cover FULL BLEED	216	303
Full Page – Inside Back Cover TEXT AREA	186	273
Full Page FULL BLEED	216	303
Full Page TEXT AREA	186	273
½ Page Horizontal format (strip)	186	134
½ Page Vertical format	90	273
¼ Page	90	134
1/8 Page	90	65

### Advert formats accepted

We can accept the following formats:

- Illustrator (up to CS2). CMYK, all text converted to outlines, all links embedded.
- Photoshop. CMYK TIFF preferred (no psd files). Resolution must be a minimum of 350dpi at final print size.
- Print-optimised pdf.

Artworks must be supplied along with a full-size colour calibrated proof. Where colour proofs are not supplied, or proofs supplied are not calibrated, the publishers cannot be held liable for colour variations in printing.

Artworks can be supplied on CD, DVD, flash disc or via e-mail. Where artworks are e-mailed, the following address should be used <mailto:office@naturekenya.org>

## Kenya Birding magazine – Advertising Order Form

Name of Company:	Contact person and/or agency:
Invoice Address:	Tel:
	Fax:
Email:	

### Advertising option ordered:

*I have read the Terms of Acceptance for Advertising for Kenya Birding magazine*

*Signature:*

*Date:*

### Terms for Acceptance of Advertising

Acceptance of an advertisement is subject to Nature Kenya's approval of copy and to the availability of space and Nature Kenya cannot guarantee that any advertisement will appear in the magazine.

### Refusal or Withdrawal of Advertisements

Nature Kenya reserves the right to refuse, suspend or withdraw any advertisement submitted to it, in its absolute discretion and without explanation. Nature Kenya shall notify the Advertiser of any such refusal suspension or withdrawal as soon as is reasonably practicable.

### Liability

Nature Kenya shall not be liable for any loss or damage, consequential or otherwise, occasioned by error, late publication or the failure of an advertisement to appear for any reason whatsoever. If the error, late publication or the failure of an advertisement to appear is due to the act or default of the Advertiser or its agents then the Advertiser shall be liable to pay the full advertising rate due to the Publisher hereunder in respect of such advertisement.

### Indemnity

The Advertiser shall indemnify Nature Kenya and/or the Editor from and against all actions, proceedings, claims, demands, losses, costs or expenses (including legal costs) which Nature Kenya and/or Editor may incur as a direct or indirect consequence of the publication of any of the Advertiser's advertisements.

### Cancellation

The Advertiser may cancel any order or part of any order by serving written notice to this effect on Nature Kenya provided that Nature Kenya reserves the right to refuse to accept any such cancellation, part cancellation or request unless notice thereof is received earlier than 22 April 2008. If the Advertiser cancels an advertisement after this date it shall be liable for the full cost of the advertisement.

### Non Endorsement

Advertisements shall not claim or suggest that the goods or services which are promoted therein are recommended or endorsed by Nature Kenya, unless Nature Kenya has confirmed in writing its approval of such an advertisement.

### Payment

The Advertiser agrees to pay Nature Kenya for and be fully responsible for payments of all sums which may become due under this order. The Advertiser will provide advertising copy to the Nature Kenya by 22 April 2008. The Advertiser is responsible for checking advertising copy for corrections and providing Nature Kenya with prompt written notice of errors or changes.