

**Indiana Audubon Society
Publications Committee Ad Guidelines**



The Indiana Audubon Society has over 500 memberships and provides a unique opportunity to market to a specific demographic throughout the entire state. The IAS Cardinal publication is a premiere newsletter that goes out six times a year. Interested businesses and individuals wishing to put out ads in the Cardinal may do so at the discretion of the IAS Publications Committee.

Ad prices are as follows:

	1 issue	3 issues	6 issues
Full Page-	\$200	\$375	\$700
1/2 page-	\$125	\$225	\$400
1/3 page-	\$75	\$125	\$200
1/4 page	\$50	\$75	\$125
1/6 page-	\$30	\$50	\$90

Additionally, the IAS editors can design your ad if needed for an additional expense. It is preferred that ads be pre-designed and ready for insertion to the newsletter. For more information or to insert an ad, contact Cardinal Editor, John Lindsey at birdindiana@gmail.com

Design prices, if needed, are \$300 (full page), \$150 (half page), \$75 (1/4 page), and \$40 (1/6 page).