

THE WILDLIFE SOCIETY

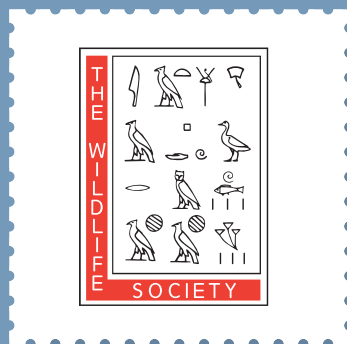
REACH

30,000

WILDLIFE PROFESSIONALS

EVERY WEEK

MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B/SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view.

Mobile version RSS Subscribe Unsubscribe

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## THE WILDLIFE SOCIETY

**TITLEY SCIENTIFIC** Customizing Environmental and Ecological Solutions for over 30 years

### Albino kookaburras found in northern Australia

AFP Share

Australian wildlife workers have discovered a never-before-seen pair of blue-winged albino kookaburras, believed to have been swept from their nests in a wild storm. The 6-week-old birds, renowned for their laughing cry, were found waterlogged at the base of a tree by a cattle farmer near Ravenshoe, in far northern Queensland. The pink-eyed, pink-beaked and starkly white creatures, thought to be sisters, are thought to be the first specimens of their kind ever found in Australia. [MORE](#)

### Endangered albatross nests in US for first time

Reuters Share

An endangered species of albatross has been found nesting in U.S. territory — Pacific Ocean atolls in the Hawaiian island chain — for the first time, the American Bird Conservancy has said. The Short-tailed Albatross, once thought extinct, has been restricted to only two breeding sites, Torishima and the Senkaku Islands in Japan, the Conservancy noted in a statement. It said the discovery of a nest on Kure Atoll and another in Midway Atoll National Wildlife Refuge "marks a potential turning point for the species." [MORE](#)

### Montana governor says wolf deal dead

Associated Press Share

Negotiations to remove Northern Rockies gray wolves from the endangered species list has hit an impasse after Wyoming and Idaho refused to go along with an Interior Department proposal on the issue, Montana Gov. Brian Schweitzer said. Schweitzer said the breakdown in talks between the three states and the Obama administration makes it unlikely Congress will address the issue this year. Western lawmakers have introduced multiple bills to strip protections from an estimated 1,700 wolves in the Northern Rockies, where the animals' attacks on livestock and big game herds have stoked growing resentment. [MORE](#)

### 2 more rare red foxes confirmed in Sierra Nevada

Associated Press Share

Federal wildlife biologists have confirmed sightings of two more Sierra Nevada red foxes that once were thought to be extinct. Scientists believe the foxes are related to another that was photographed this summer near Yosemite National Park. More importantly, they say, DNA samples show enough diversity in the Sierra Nevada red foxes to suggest a "fairly strong population" of the animals may secretly be doing quite well in the rugged mountains about 90 miles south of Reno. [MORE](#)

### Dramatic increase in population of critically endangered mountain gorillas confirmed by census

Earth Times Share

The number of mountain gorillas, a critically endangered species, has increased by more than 26 percent in one of the two locations where they exist in the wild, according to a new survey. The study, partially funded by World Wildlife Fund (WWF), found that the number of mountain gorillas in the Virunga Massif region — which spans Democratic Republic of Congo (DRC), Rwanda and Uganda — has increased from 380 to 480 individuals since 2003. [MORE](#)

### CRITTER CONTROL

Protecting People, Property and Wildlife

### New Jersey's first bear hunt in five years kills 589 animals

New York Daily News Share

Hunters bagged 589 bears during New Jersey's controversial six-day hunt, with a record 264 animals killed on the first day alone. It was the state's first bear hunt in five years. The targeted hunt was part of the state Department of Environmental Protection's strategy to reduce New Jersey's growing black bear population, which is estimated at about 3,400. [MORE](#)

### Canon 10x30 IS Image Stabilizer Binoculars

Canon's new 10x30 IS Binoculars deliver outstanding optical performance and unparalleled image stabilization capabilities at a very affordable price. Image Stabilizer controls are easily accessible from either hand. [MORE](#)

### PRODUCT SHOWCASES

#### Undergraduate, Graduate, and Professional Opportunities and Training

Smithsonian National Zoological Park

The National Zoological Conservation Biology Institute (NZCBI) provides a variety of training and capacity building programs for undergraduate, graduate, and professional audiences, specifically targeting individuals and institutions from developing countries and underserved communities.

#### Crop Nutrients - The Key to Your Success



Fertilizer is a cornerstone of our business and has been for well over 100 years. Fertilizer allows us to help you improve your production by restoring nutrients to your soil. The result? Something we can all be proud of - an increased ability to feed the world.

#### G2110E - Iridium/GPS Location Collar



Our Iridium Collar is part of ATIS's NextGen line of new, more capable GPS loggers and Collars. The model G2110E uses the precise sector Iridium satellite to send stored location data collected by the collar's on-board GPS receiver chipset. An integrated WWF transmitter allows you to track the animal in the field, and a collar release mechanism allows for reuse of the collar after retrieval.

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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to 30,000 wildlife professionals (one 90 day cycle)



Leaderboard  
**\$5000**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**120k**



Top/Bottom Banner  
**\$4000/\$3500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**50k**



Skyscraper/Half Skyscraper  
**\$4000/\$3000**

Image Dimensions  
**120x600**  
**120x300**

File Format  
**JPEG, GIF**

Max File Size  
**150k**  
**75k**



Product Showcase  
**\$3950**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad  
**\$2500**

Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad  
**\$1500**

Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

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# THE WILDLIFE SOCIETY NEWSBRIEF, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO WILDLIFE PROFESSIONALS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of Wildlife professionals, managers, federal and state agencies, land owners and consultants, the Wildlife Society keeps professionals informed of topics that impact the daily operation of their practices. Subscribers are decision-makers and influencers with purchasing power – the top-tier professionals in the industry.

THE WILDLIFE SOCIETY  
IS A PROFESSIONAL RESOURCE FOR

NEWS+  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN THE WILDLIFE SOCIETY:



## CREDIBLE SOURCE

For over 73 years, our members have turned to the association as the informational authority of the industry. Advertising in The Wildlife Society solidifies your place among weekly information provided to The Wildlife Society members.



## TARGETED DISTRIBUTION

Advertising in The Wildlife Society allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to The Wildlife Society have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, The Wildlife Society ensures your ad will be seen every week by our 30,000 subscribers.



## AFFORDABLE

Advertising in The Wildlife Society is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of The Wildlife Society has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in The Wildlife Society.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.