



HOUSTON
SAFARI ★ CLUB
FOUNDATION™



HOUSTON SAFARI CLUB FOUNDATION
2019-2020 MEDIA KIT



WHO WE ARE

SINCE
1972



Preserving the sport of hunting through education, conservation and the promotion of our hunting heritage.



Protecting the rights of hunters and the hunting heritage through advocacy, policy and legislation.

ABOUT US

Houston Safari Club (HSC) has a strong, successful 45+ year history of implementing its mission statement: education, conservation and the protection of hunters' rights. In 2018, the Houston Safari Club Foundation (HSCF), a 501(c)(3) non-profit organization, was formed to provide a more focused effort towards making our mission even more impactful. Under our new structure, the Foundation's primary concentration is education and conservation. Membership, operations and fundraising for non-legislative efforts reside within the Foundation. HSC, a 501(c)(4) organization, is dedicated to legislative and policy initiatives that may affect the future of hunting.

Our members come from a diverse background and have a wide variety of hunting, fishing, outdoor and non-endemic interests. But they all have these things in common-their passion for the outdoors, a love of hunting, a commitment to the responsible management of our national resources, the education of future generations and the protection of our rights and legacy as hunter-conservationists. From this media kit, you will learn more about us and our members. We also provide information about our media channels through which we strive to educate, inform and keep alive the art of storytelling. ***We hope you will join us.***

To learn more, visit our websites at hscfdn.org or houstonsafariclub.org or call hscfdn.org or call 713.623.8844.

WHY ADVERTISE WITH US?

We know your business depends on the ability to target consumers effectively. HSCF offers a variety of ways to reach your buying audience. We work to position your ad in combination with relevant editorial content, allowing for a rich and focused engagement experience. Most importantly, advertising with HSCF helps support the future of conservation.

For more information, please contact our advertising department:
info@hscfdn.org

Houston Safari Club Foundation • 9432 Katy Freeway, Suite 350
Houston, Texas 77055 • P: 713.623.8844 • F: 713.623.8866



EDUCATION

HSCF proudly provides one of the largest scholarship programs of its kind to students who participate in hunting and are involved in the study of wildlife, range management and other conservation-related majors. To date, **525 scholarships** have been awarded, totaling over **\$2.25 million**. HSCF also provides programs which introduce a new generation of young people to the outdoors. These programs provide interactive experiences in the classroom, in the field and on the water. We annually host 150+ area high school students for a day of career exposure to outdoor-related professions, at our annual convention. In addition, we take almost 100 students on hunting and fishing experiences each year.



CONSERVATION

HSCF provides support for wildlife preservation and habitat protection initiatives, research and management programs, and many organizations that share our mission. HSCF has provided over **almost \$4 million in grants** to support conservation, anti-poaching, hunters' rights, youth education, hunters' safety and more. HSC has worked with and supported groups including the Congressional Sportsmen's Foundation, Sportsmen's Alliance, National Rifle Association, American Wildlife Conservation Partners, Conservation Force, Texas Parks and Wildlife, Texas Wildlife Association, Operation Game Thief, Boy Scouts of America and hundreds of other worthy organizations.



HUNTERS' RIGHTS

Functioning as a separate entity, Houston Safari Club, a 501(c)(4) directly supports initiatives which protect and preserve the tradition of hunting and hunters' rights worldwide. HSC takes an active role in efforts to effect policies, protocols and legislation which promote the future of conservation and hunting.

OUR MEMBERS

Houston Safari Club Foundation is comprised of passionate people dedicated to preserving the future of the outdoors. Our membership is a diverse network of affluent professionals, with strong purchasing power, engaging in many aspects of life including hunting, watersports, luxury travel, property ownership and more.

HSCF MARKET SURVEY Member Demographics

MEMBERS FOR OVER 11 YRS

Almost 40% of our members have become members within the last 5 years with over 16% having joined within the last year. 44% have been members 11 years or more. ★



Education

51% are college graduates with over 26% having earned advanced degrees.



Career Status

21% of our members operate at the Executive Management level with 66% of members being business owners.



Residences

47% own 2 or more residences.



Vehicle Ownership Types

Over 59% own 3 or more vehicles.
89% own trucks, 72% own cars,
48% own ATV's/UTV's, 18% own boats
3% own airplanes.



85% ATTEND
MEMBERSHIP
EVENTS EACH
YEAR.



Average HHI

\$200,000-\$500,000 with 18% presenting
an HHI of \$500,000 or greater.



Acreage

50% own acreage with 52% owning
100 acres or more.



Marital Status

OVER 78%
ARE MARRIED



Age

11% are 25-34, 9% are 35-44,
26% are 45-54, 52% are 55+



Gender

90% MALE



Average Net Worth

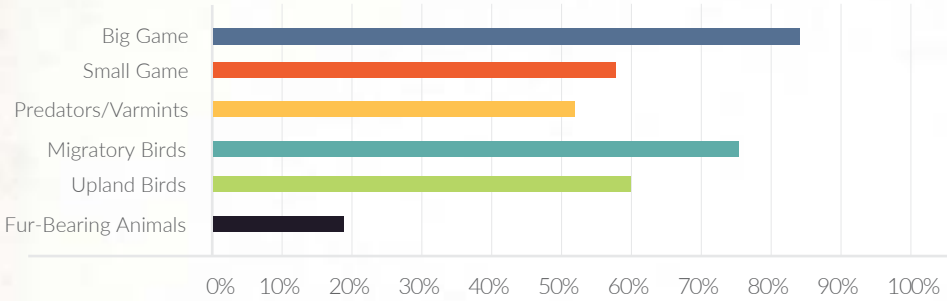
\$2.2-2.5M

With 23% presenting an ANW of \$5M
or greater.

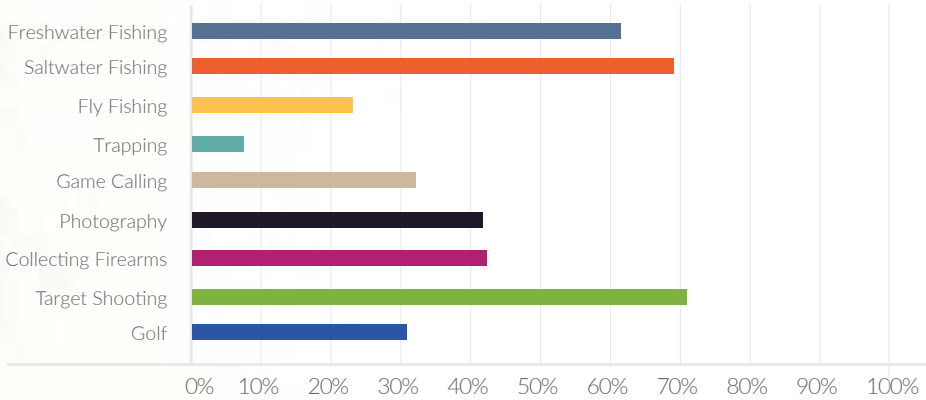
For more information, please contact our advertising department:
info@hscfdn.org

OUR MEMBERS

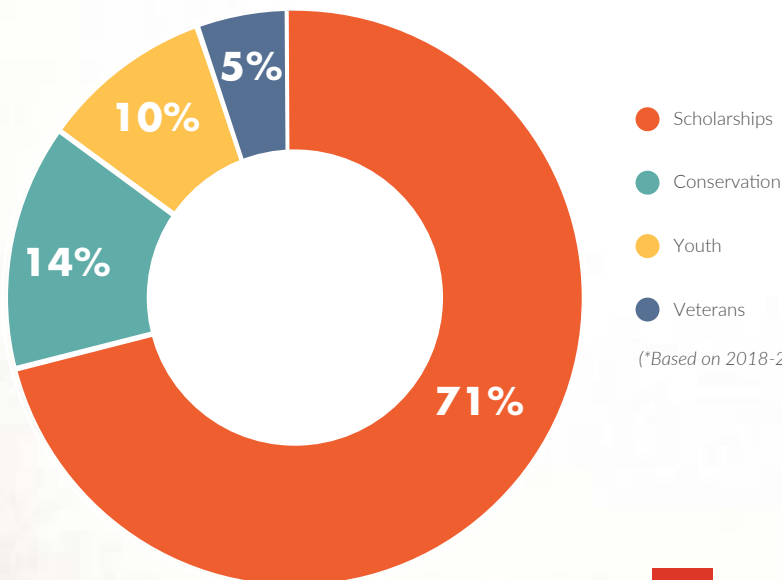
Hunting by Game Type



Activity Participation Outside of Hunting



HOW DOES HSCF SPEND ITS MONEY?



- Scholarships
- Conservation
- Youth
- Veterans

(*Based on 2018-2019 data)



Leisure/Vacation Trips

90% take 1-5 leisure/vacation trips annually.



Annual Hunting Expenditures

21% spend **\$5,000-\$10,000** annually with **55%** spending **\$10,000** or more each year.



Purchasing Habits

Over **42%** of our members have made 2 or more purchases from our advertisers. **90%** of our members share knowledge about hunting and/or hunting products with 3 or more people, on a regular basis.



Hunting Trips

Over **43%** take 6 or more hunting trips annually.



Method of Take

Rifle: **93%**
Shotgun: **90%**
Archery: **39%**



Reader Habits

Over **40%** of our members read **every** issue of our magazine, **cover to cover**, with over **67%** reading the magazine the day they receive it in the mail.



HUNTER'S HORN

We are proud of our award-winning publications! And so are our members! They read it cover to cover and keep them as collector's items. Our quarterly full-color magazine, *Hunter's Horn*, is published in print and digital formats. The Bush Telegraph, our twice monthly digital newsletter, is read by over 1,500 subscribers. Additional publications include our Membership Directory, Convention Auction Catalog, Convention Programs, and Exclusive Magazine Inserts.

HUNTER'S HORN™ QUARTERLY MAGAZINE PUBLICATION

	Single Issue	2 Issues	4 Issues
Outside Back Cover	\$1000	\$965	\$937
Inside Front Cover	\$950	\$913	\$889
Inside Back Cover	\$900	\$864	\$843
Center Spread (Full-Page)	\$1559	\$1371	\$1181
Spread	\$1370	\$1204	\$1038
Full-Page	\$825	\$796	\$767
1/2 Page	\$644	\$611	\$599
1/3 Page	\$487	\$472	\$463
1/4 Page	\$446	\$429	\$417
1/8 Page	\$223	\$218	\$210
5x9 One Sided Insert	\$1,000		
5x9 Two Sided Insert	\$1,500		
8.5x11 One Sided Insert	\$1,200		
8.5x11 Two Sided Insert	\$1,700		

* *Hunter's Horn* accepts color ads only please.

PUBLISHING DEADLINES

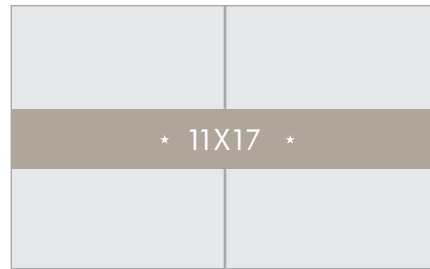
	Spring	Summer	Fall	Convention
Space Reservation	FEB 7	MAY 9	AUG 1	NOV 1
Closing Date	FEB 14	MAY 16	AUG 8	NOV 8
Mail Date	MAR 28	JUN 28	SEP 25	DEC 20

For more information, please contact our advertising department:

info@hscfdn.org

HUNTER'S HORN®

DIMENSIONS IN INCHES



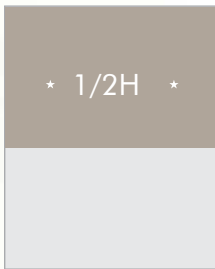
SPREAD

Bleed: 17.25"w x 11.25"h

No Bleed: 16.5"w x 10.5"h

Bleed Safety: 16.75"w x 10.75"h

Trim: 11"h x 17"w



1/2 PAGE HORIZONTAL

No Bleed: 8"w x 5.125"h

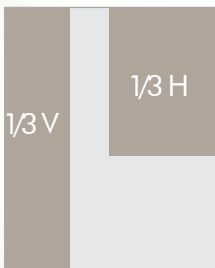


FULL-PAGE

Bleed: 8.75"w x 11.25"h

Bleed Safety: 8.25"w x 10.75"h

No Bleed: 8"w x 10.5"h

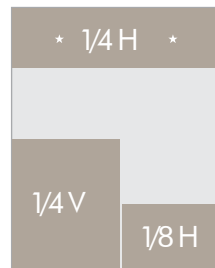


1/3 PAGE VERTICAL

No Bleed: 2.5"w x 10"h

1/3 PAGE HORIZONTAL

No Bleed: 5"w x 5.125"h



1/4 PAGE HORIZONTAL

No Bleed: 8"w x 2.375"h

1/4 PAGE VERTICAL

No Bleed: 3.875"w x 5.125"h

1/8 PAGE HORIZONTAL

No Bleed: 3.875"w x 2.5"h

★ MAGAZINE INSERTS ★

5"x9" or 8.5"x11" inserts mailed with *Hunter's Horn*. These inserts will not be attached or inserted, but placed within the magazine's protective plastic wrap. This opportunity gives advertisers a highly visible and unique presence. **Limited to only one per magazine issue.**

Artwork Specifications

- All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai.

For more information, please contact our advertising department:

info@hscfdn.org

Houston Safari Club Foundation • 9432 Katy Freeway, Suite 350


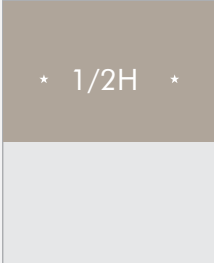
Houston, Texas 77055 • P: 713.623.8844 • F: 713.623.8866

MEMBER DIRECTORY

Half-Page	\$275
Full-Page	\$490
Inside Front Cover	\$700
Inside Back Cover	\$600
Outside Back Cover	\$950

PUBLISHING DEADLINES

Agreements & Print-Ready Ad/Art Files	SEPT 1
Mailed Out	OCT 15

FULL-PAGE
Bleed: 8.75"w x 11.25"h
Bleed Safety: 8.25"w x 10.75"h
Trim: 8.5"w x 11"h

1/2 PAGE HORIZONTAL
Bleed: 8.75"w x 5.75"h
Bleed Safety: 8.25"w x 5.375"h
Trim: 8.5"w x 5.5"h

Artwork Specifications

- All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai.
- Rates are based on print-ready artwork. Additional charges will apply for ad design if print-ready artwork is not provided.



DIGITAL NEWSLETTER PUBLISHED TWICE MONTHLY

Logo & Text	\$100
Banner Style	\$350

PUBLISHING DEADLINES

Agreements & Print-Ready Ad/Art Files	20th of month prior to advertising
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280PX X 215PX

Logo and Text: High resolution logo of less than 280x215 pixels in .jpg format, hyperlink and less than 30 words of text.

586PX X 120PX

Banner Style Ad: High resolution image that is no smaller or larger than 586 x 120pixels in .gif or .jpg format.

FOUNDATION PARTNERSHIP

As an HSCF Partner, you directly support our mission statement and the programs we implement to help preserve the sport of hunting through education, conservation and the promotion of our hunting heritage. These exclusive offerings have been created just for you. Print, Digital and Social marketing in one effective package!

PATRON	Investment: \$1,500	Advertising Value \$3,000!
<ul style="list-style-type: none"> • 1/3-page ad in 4 issues of Hunter's Horn • Logo and link to HSCF's "Partners in Conservation" page in 12 issues of Bush Telegraph 		<ul style="list-style-type: none"> • Company logo on HSCF's "Partners in Conservation" page • Half-page ad in HSCF Member Directory • 3 social media promotions
BENEFACTOR	Investment: \$3,750	Advertising Value \$7,500!
<ul style="list-style-type: none"> • Half-page ad in 4 issues of Hunter's Horn • 5 x 9 two-sided Insert in one issue of Hunter's Horn • 280 x 215 pixel logo/text in 24 issues of Bush Telegraph • Company logo on HSCF's "Partners in Conservation" page • Half-page ad in HSCF Member Directory 		<ul style="list-style-type: none"> • Press release: national and to email database • 6 social media promotions • Targeted membership promotion • Half-page ad in annual Convention Auction Catalog
GUARDIAN	Investment: \$7,500	Advertising Value \$15,000!
<ul style="list-style-type: none"> • Full-page ad in 4 issues of Hunter's Horn: • 8.5 x 11 two-sided Insert in one issue of Hunter's Horn • 586 x 120 pixel banner ad in 24 issues of Bush Telegraph • Company logo on HSCF's "Partners in Conservation" page • Full-page ad in HSCF Member Directory 		<ul style="list-style-type: none"> • Press release: national and to email database • 12 social media promotions • Targeted membership promotion • Feature sponsor story In Hunter's Horn • Full-page ad in annual Convention Auction Catalog

For more information, please contact our advertising department:
info@hscfdn.org



ADVERTISING INSERTION ORDER & AGREEMENT

HUNTER'S HORN

ISSUE(S):

- Spring (Mail Date: Mar)
- Summer (Mail Date: Jun)
- Fall (Mail Date: Sept)
- Convention (Mail Date: Dec)

MATERIALS DUE:

- February 7
- May 9
- August 1
- November 1

MATERIALS:

- New
- Pick Up

AD SIZE: *Special Placement

- | | | |
|--|--|---|
| <input type="checkbox"/> Full Page | <input type="checkbox"/> Inside Front Cover* | <input type="checkbox"/> 5"x9" Insert (single sided) |
| <input type="checkbox"/> ½ Page Horizontal | <input type="checkbox"/> Inside Back Cover* | <input type="checkbox"/> 8.5"x11" Insert (single sided) |
| <input type="checkbox"/> ¼ Page Horizontal | <input type="checkbox"/> Outside Back Cover* | <input type="checkbox"/> 5"x9" Insert (double sided) |
| <input type="checkbox"/> ¼ Page Horizontal | <input type="checkbox"/> Center Spread (Full Pages)* | <input type="checkbox"/> 8.5"x11" Insert (double sided) |
| <input type="checkbox"/> ¼ Page Vertical | <input type="checkbox"/> 2-Page Spread* | |
| <input type="checkbox"/> ½ Page Vertical | | |

\$ SUBTOTAL

BUSH TELEGRAPH DIGITAL NEWSLETTER

- | | | | | | |
|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
| <input type="checkbox"/> Jan | <input type="checkbox"/> Mar | <input type="checkbox"/> May | <input type="checkbox"/> Jul | <input type="checkbox"/> Sep | <input type="checkbox"/> Nov |
| <input type="checkbox"/> Feb | <input type="checkbox"/> Apr | <input type="checkbox"/> Jun | <input type="checkbox"/> Aug | <input type="checkbox"/> Oct | <input type="checkbox"/> Dec |

\$ SUBTOTAL

MEMBERSHIP DIRECTORY (DIGITAL)

- Inside Front Cover: Color
- Inside Back Cover: Color
- Outside Back Cover: Color
- Full Page: Color
- ½ Page: Color

\$ SUBTOTAL

FOUNDATION PARTNERSHIP

- Patron
- Benefactor
- Guardian

\$ SUBTOTAL

MEMBERSHIP

- I'd like to have my logo and a link to my website represented on the HSCF website – please sign me up for a Corporate Membership for \$350 (membership also includes two (2) individual memberships)

\$ SUBTOTAL

DONATE

Houston Safari Club Foundation (HSCF) is a 501(c)(3) organization committed to education, conservation and the promotion of our hunting heritage. Your donation makes it possible for HSCF to provide scholarships, implement outdoor, hunting and shooting sports education programs and execute conservation projects at home and abroad. Donate now to help us continue our mission to preserve the future of hunting.

\$ SUBTOTAL

\$ TOTAL

All ad materials should be sent to: info@hscfdn.org

ADVERTISER/AGENCY INFORMATION

Name of Business:

Contact Name:

Address:

E-mail Address:

City: State: Zip:

Phone: Fax:

Website:

Agency: (if applicable)

BILLING INFORMATION

VISA AMEX Mastercard Discover

Card #:

CCV #: Exp. Date:

Name on Card:

Rate:

Discount:

Other:

Total:

TERMS OF CONTRACT

Funds are payable to Houston Safari Club Foundation, at the below address. Advertising materials must be sent by the issue closing date. Advertiser and/or Agency agree to abide by the terms of the current advertising rate card. Publisher has the right to revise rates herein upon 30-day notice to the Advertiser. Advertiser agrees to furnish advertisements within the Publisher's deadlines, to meet payment schedules, and to hold Publisher harmless from all liability. Publisher agrees to run advertisements per this contract for Advertiser, repeating the last published advertisement unless a new advertisement is furnished by Advertiser and/or Agency within Publisher's deadlines. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severely liable for payment due the Publisher. If necessary to turn an account over to attorneys or a collection agency for payment, the Advertiser will be responsible for paying any fees resulting from such action. Advertiser agrees that any dispute shall be governed by the laws of the State of Texas, and Advertiser hereby submits to the jurisdiction of the State of Texas. Payment Terms: All invoices are net 30 days. Advertiser must have valid credit card information on file to place an ad. Payment may be made via check or credit card. HSCF can also set up an automatic payment via credit card if the advertiser desires. Outstanding balances over 30 days will result in a service charge to the card on file. If a card is declined, the advertisement will be withdrawn from the publication. Houston Safari Club Foundation (HSCF) is a non-profit organization, exempt from federal income tax, under section 501(c)(3) of the United States Internal Revenue Code. The charitable deduction for contributions to HSCF is the cash amount of the contribution, less the value of goods and services received, to the extent permitted by law. Please check with your tax advisor: HSCF EIN 74-2177975. HSCF is an independent organization, is not affiliated with Safari Club International (SCI) or its affiliates and is not a chapter or affiliate of any other organization.

HSCF reserves the right to refuse any advertisement believed to be incompatible with our mission or deemed competitive or contrary to the best interests of HSCF.

Signature: Date:

For more information, please contact our advertising department:

info@hscfdn.org



HOUSTON
SAFARI * CLUB®
FOUNDATION



HOUSTON SAFARI CLUB FOUNDATION
2019-2020 CORPORATE SPONSOR

CORPORATE SPONSORSHIPS

OUR MISSION

Houston Safari Club Foundation (HSCF) is a 501(c)(3) non-profit organization whose mission is to preserve the sport of hunting through education, conservation and the promotion of our hunting heritage. Our members come from a diverse background and have a wide variety of hunting, fishing, outdoor and other interests. But they all have one thing in common-their passion for the outdoors, a love of hunting, a commitment to the responsible management of our national resources, the education of future generations and the responsibilities of being hunter-conservationists.

Houston Safari Club Foundation offers Corporate Sponsorships for organizations committed to conservation. As a Corporate Sponsor, your brand maintains an ongoing presence and visibility to our members throughout the year, in everything we do. Our members recognize your commitment to conservation and in return, support your business!

BENEFITS	MAJOR SPONSOR	SUPPORTING SPONSOR
Annual Convention & Hunting Expo		
Premier Convention Booth Space	10x20	10x10
Friday Evening Awards Banquet Tickets	10	10
30-60 second commercial during the Friday and Saturday evening events*	★	★
Expo Hall Day Passes	50	30
Sponsorship Recognition During Saturday Evening Gala	★	★
Promotional/marketing materials in registration bags*	★	★
Recognition in Event Halls	★	★
Recognition in Exhibit Hall	★	★
Advertisement in Convention Auction Catalog	Full Page	Half Page
Convention Marketing Benefits Package (a)	★	★
Saturday Evening Gala Ivory Table for 10	★	★

*Sponsor provided

For more information, please contact our advertising department:
info@hscfdn.org

Houston Safari Club Foundation • 9432 Katy Freeway, Suite 350
 Houston, Texas 77055 • P: 713.623.8844 • F: 713.623.8866

CORPORATE SPONSORSHIPS

BENEFITS	MAJOR SPONSOR	SUPPORTING SPONSOR
HSCF Annual Sporting Clays Tournament		
Shooting Teams (cart, mulligans, flurries included)	Two teams	One team
Company name & logo at all shooting stations	★	★
Company name & logo: pre and post tournament materials	★	★
Company name & logo: welcome and awards banners	★	★
Sponsor-provided promotion/marketing materials onsite	★	★
General Advertising & Marketing		
Recognized as the Category "Exclusive" Sponsor of HSCF	★	—
One-time access to the HSCF Membership Marketing File For Direct Marketing Campaigns (b)	★	★
Company logo on all new and renewing membership notifications	★	★
Advertising in each issue of the Hunter's Horn (published quarterly)	Full Page	Half Page
Advertising in each issue of the Bush Telegraph (digital newsletter; published twice monthly)	★	★
Monthly postings to all HSCF social media sites (sponsor-provided content)	★	★
Corporate Sponsorship recognition on HSCF website with hyperlink to sponsor's website	★	★
Membership		
One (1) Year Houston Safari Club Foundation Memberships	10	5
Admission to Monthly Membership Meetings or Events*	10 Admissions Per Event	5 Admissions Per Event

*Some events excluded

Call for pricing today!

- (a) Convention Marketing Benefits Package includes: Recognition in Houston Safari Club Foundation's convention media campaign including print, digital, radio and television with past buys including local and regional network affiliates, Fox Sports, Discovery Channel, A&E, National Geographic, History Channel, NBC Sports, Travel Channel, NFC playoffs and more. Additional benefits include recognition on convention event signage, registration brochure, auction catalog, convention issue of the Hunter's Horn and AV programs presented during events (deadlines permitting) in addition to the HSCF website convention sponsor page.
- (b) All marketing materials are to be pre-approved by HSCF. Marketing materials will be sent to HSCF membership list via a third party.

Houston Safari Club Foundation (HSCF) is a non-profit organization, exempt from federal income tax, under section 501(c)(3) of the United States Internal Revenue Code. The charitable deduction for contributions to HSCF is the cash amount of the contribution, less the value of goods and services received, to the extent permitted by law. Please check with your tax advisor. HSCF EIN 74-2177975. HSCF is an independent organizations, is not affiliated with Safari Club International (SCI) or its affiliates and is not a chapter or affiliate of any other organization.

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CONVENTION ADVERTISING OPPORTUNITIES

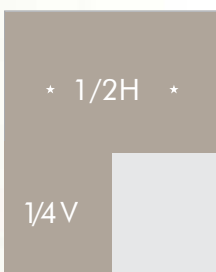
CONVENTION CHRONICLE ★NEW!★

This is the official HSCF Convention Show Program-handed out to all Expo attendees!

The show program is a great way to feature your business and to help draw customers to your booth. This is a fantastic opportunity to highlight your business. To further enhance your reach and presence, you may purchase advertising accompanied by an editorial about your company. Telling your story, paired with a full color advertisement, is a winning combination!

The convention show program will include vital convention information including an exhibitor list, expo hall map, schedule of events, local tourism information and more!

Once the Expo is over, attendees will be able to take home your information after the show! Do not miss out on this great opportunity! Space is limited. **Deadline is November 1, 2019.**



1/2 PAGE HORIZONTAL

No Bleed: 8"w x 5.125"h

1/4 PAGE HORIZONTAL

No Bleed: 8"w x 2.375"h

1/4 PAGE VERTICAL

No Bleed: 3.875"w x 5.125"h



FULL-PAGE

Bleed: 8.75"w x 11.25"h

Bleed Safety: 8.25"w x 10.75"h

No Bleed: 8"w x 10.5"h

Editorial	
Quarter Page Editorial with photo	\$300
Half Page Editorial with photo	\$525
Ads	
Quarter Page Ad	\$425
Half Page Ad	\$650
Full Page Ad	\$1,000
Inside Front Cover	\$2,250
Inside Back Cover	\$1,750
Outside Back Cover	\$3,000
Half Page Ad with 1/4 page editorial & photo	\$850
Full Page Ad with 1/2 page editorial & photo	\$1,250

Artwork Specifications

- All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai.



HOUSTON
SAFARI ★ CLUB
FOUNDATION™

Houston Safari Club Foundation · 9432 Katy Freeway, Suite 350, Houston, Texas 77055
P: 713.623.8844 · F: 713.623.8866 · E: info@hscfdn.org

OUTFITTER APPRECIATION ADS

Half-Page	\$650
Full-Page	\$500
Quarter Page	\$325

PUBLISHING DEADLINES

Agreements & Photos Due	NOV 1
Mailed Out	DEC 20


No outfitter contact information or logos.
All photos must be high resolution digital images (300 dpi).
Ads are all full color.

CONVENTION AUCTION CATALOG

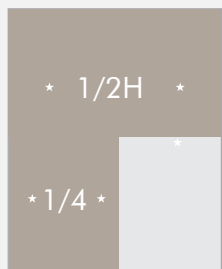
Auction Catalog Title Sponsor	
Three (3) full-page ads & logo on cover: \$5,000	
Individual Cover Placements: Full-Page	
Inside Front Cover Full-Page:	\$1,500
Inside Back Cover Full-Page:	\$750
Outside Back Cover Full-Page:	\$2,500
Standard Ads: Full-Page	\$600
Standard Ads: Half-Page	\$300

PUBLISHING DEADLINES

Agreements & Print-Ready Ad/Art Files	NOV 1
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FULL-PAGE
Size: 8"w x 10.5"h
Includes 4 photos

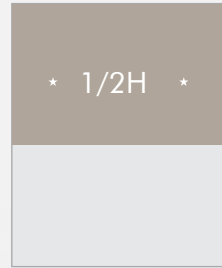


1/2 PAGE HORIZONTAL
Size: 8.5"w x 5.5"h
Includes 2 photos

1/4 PAGE
Size: 3.9"w x 5.125"h
Includes 1 photo



FULL-PAGE
Bleed: 8.75"w x 11.25"h
Bleed Safety: 8.25"w x 10.75"h
No Bleed: 8"w x 10.5"h
Trim: 8.5"w x 11"h



1/2 PAGE HORIZONTAL
Bleed: 8.75"w x 5.75"h
Bleed Safety: 8.25"w x 5.375"h
No Bleed: 8"w x 5.125"h
Trim: 8.5"w x 5.5"h

Artwork Specifications

- All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai.
- Rates are based on print-ready artwork. Additional charges will apply for ad design if print-ready artwork is not provided.



CONVENTION 2020 ADVERTISING INSERTION ORDER & AGREEMENT

2020 HSCF CONVENTION CHRONICLE

AD SIZE:

- Quarter Page Editorial with photo
- Half Page Editorial with photo
- Half Page Ad
- Quarter Page Ad
- Half Page Ad
- Quarter Page Ad
- Half Page Ad
- Quarter Page Ad
- Full Page Ad
- Full Page Ad
- Inside Front Cover
- Inside Back Cover
- Outside Back Cover
- Half Page Ad with 1/4 page editorial & photo
- Full Page Ad with 1/2 page editorial & photo

\$ SUBTOTAL

OUTFITTER APPRECIATION ADS

- Full Page
- Half Page
- Quarter Page

\$ SUBTOTAL

AUCTION CATALOG

AUCTION CATALOG TITLE SPONSOR

- 3 Full Page Ads; Inside Front Cover; Inside Back Cover; Outside Back Cover, and logo on cover.

\$ SUBTOTAL

INDIVIDUAL PLACEMENTS

- Inside Front Cover (Full Page)
- Inside Back Cover (Full Page)
- Outside Back Cover (Full Page)
- Full Page
- 1/2 Page Horizontal

All ad materials should be sent to: info@hscfdn.org

ADVERTISER/AGENCY INFORMATION

Name of Business:

Contact Name:

Address:

E-mail Address:

City: State: Zip:

Phone: Fax:

Website:

Agency: (if applicable)

BILLING INFORMATION

VISA AMEX Mastercard Discover

Card #:

CCV #: Exp. Date:

Name on Card:

Rate:

Discount:

Other:

Total:

TERMS OF CONTRACT

Funds are payable to Houston Safari Club Foundation, at the below address. Advertising materials must be sent by the issue closing date. Advertiser and/or Agency agree to abide by the terms of the current advertising rate card. Publisher has the right to revise rates herein upon 30-day notice to the Advertiser. Advertiser agrees to furnish advertisements within the Publisher's deadlines, to meet payment schedules, and to hold Publisher harmless from all liability. Publisher agrees to run advertisements per this contract for Advertiser, repeating the last published advertisement unless a new advertisement is furnished by Advertiser and/or Agency within Publisher's deadlines. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severally liable for payment due the Publisher. If necessary to turn an account over to attorneys or a collection agency for payment, the Advertiser will be responsible for paying any fees resulting from such action. Advertiser agrees that any dispute shall be governed by the laws of the State of Texas, and Advertiser hereby submits to the jurisdiction of the State of Texas. Payment Terms: All invoices are net 30 days. Advertiser must have valid credit card information on file to place an ad. Payment may be made via check or credit card. HSCF can also set up an automatic payment via credit card if the advertiser desires. Outstanding balances over 30 days will result in a service charge to the card on file. If a card is declined, the advertisement will be withdrawn from the publication. Houston Safari Club Foundation (HSCF) is a non-profit organization, exempt from federal income tax, under section 501(c)(3) of the United States Internal Revenue Code. The charitable deduction for contributions to HSCF is the cash amount of the contribution, less the value of goods and services received, to the extent permitted by law. Please check with your tax advisor: HSCF EIN 74-2177975. HSCF is an independent organization, is not affiliated with Safari Club International (SCI) or its affiliates and is not a chapter or affiliate of any other organization.

HSCF reserves the right to refuse any advertisement believed to be incompatible with our mission or deemed competitive or contrary to the best interests of HSCF.

Signature: Date: