### BirdScope Display Ad Rates (net)

#### BLACK-AND-WHITE

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Column</td>
<td>1-5/8 inches</td>
<td>$75</td>
<td>$70</td>
<td>$65</td>
<td>$60</td>
</tr>
<tr>
<td>(2-3/8 inches)</td>
<td>2-5/8 inches</td>
<td>$150</td>
<td>$140</td>
<td>$130</td>
<td>$120</td>
</tr>
<tr>
<td></td>
<td>3-5/8 inches</td>
<td>$250</td>
<td>$238</td>
<td>$225</td>
<td>$200</td>
</tr>
<tr>
<td></td>
<td>5-5/8 inches</td>
<td>$375</td>
<td>$356</td>
<td>$338</td>
<td>$300</td>
</tr>
<tr>
<td></td>
<td>7-3/8 inches</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
<td>$400</td>
</tr>
<tr>
<td>2 Columns</td>
<td>3-5/8 inches</td>
<td>$500</td>
<td>$475</td>
<td>$450</td>
<td>$400</td>
</tr>
<tr>
<td>(4-7/8 inches)</td>
<td>5-5/8 inches</td>
<td>$750</td>
<td>$713</td>
<td>$675</td>
<td>$600</td>
</tr>
<tr>
<td></td>
<td>7-3/8 inches</td>
<td>$1,000</td>
<td>$950</td>
<td>$900</td>
<td>$800</td>
</tr>
</tbody>
</table>

#### COLOR

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Column</td>
<td>1-5/8 inches</td>
<td>$120</td>
<td>$114</td>
<td>$108</td>
<td>$96</td>
</tr>
<tr>
<td>(2-3/8 inches)</td>
<td>2-5/8 inches</td>
<td>$240</td>
<td>$228</td>
<td>$216</td>
<td>$192</td>
</tr>
<tr>
<td></td>
<td>3-5/8 inches</td>
<td>$360</td>
<td>$342</td>
<td>$324</td>
<td>$288</td>
</tr>
<tr>
<td></td>
<td>5-5/8 inches</td>
<td>$540</td>
<td>$513</td>
<td>$486</td>
<td>$432</td>
</tr>
<tr>
<td></td>
<td>7-3/8 inches</td>
<td>$720</td>
<td>$684</td>
<td>$648</td>
<td>$576</td>
</tr>
<tr>
<td>2 Columns</td>
<td>3-5/8 inches</td>
<td>$720</td>
<td>$684</td>
<td>$648</td>
<td>$576</td>
</tr>
<tr>
<td>(4-7/8 inches)</td>
<td>5-5/8 inches</td>
<td>$960</td>
<td>$912</td>
<td>$864</td>
<td>$768</td>
</tr>
<tr>
<td></td>
<td>7-3/8 inches</td>
<td>$1,200</td>
<td>$1,140</td>
<td>$1,080</td>
<td>$960</td>
</tr>
</tbody>
</table>

#### BACK COVER (color only)

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-1/4 inches</td>
<td>3-1/2 inches</td>
<td>$1,750</td>
<td>$1,663</td>
<td>$1,575</td>
<td>$1,400</td>
</tr>
</tbody>
</table>

#### FESTIVAL/EVENT LISTING

To include your event in the *BirdScope* Festival/Event Listing, the cost is $50 per issue. If placing an ad, the cost for the listing is $25. The listing includes the following information for the event: date(s), name of event, location, contact name, phone number, e-mail, and website address. The Festival/Event Listing goes online with the content of the issue about 3 months after publication.

#### CLOSING & PUBLICATION DATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE RESERVATION AND AD DUE</th>
<th>MAIL DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>November 1</td>
<td>February 1</td>
</tr>
<tr>
<td>Spring</td>
<td>February 1</td>
<td>May 1</td>
</tr>
<tr>
<td>Summer</td>
<td>May 1</td>
<td>August 1</td>
</tr>
<tr>
<td>Autumn</td>
<td>August 1</td>
<td>November 1</td>
</tr>
</tbody>
</table>

**Contact:** Susanna Lawson, SVL22@cornell.edu, 336-368-4242