

## **Advertising Guidelines**

### **NB Naturalist Classified Ads**

- Items for sale should be nature related (i.e. binoculars, nature related books, bird feeders...)
- Ads must be paid in full (cash, check or money order) before printing.
- Ads must be submitted at least 1 week prior to printing deadline.
- Nature NB is not responsible for items sold or bought.
- Nature NB may refuse to print any misleading information or ads that are against its principles
- Cost: for Nature NB members \$5.00 for up to 25 words, 25¢ for any additional words; for nonmembers \$10.00 for up to 25 words, 25¢ for any additional words.

### **NB Naturalist Business Ads**

(1/4, 1/2, and 1 page) Black and White Only]

1. Ads presented to Editor in a ready to print format:

- a. Business card \$25
- b. 1/4 page \$50.00
- c. 1/2 page \$100.00
- d. full page \$175.00

2. Ads designed and/or assembled by NB Naturalist staff:

- a. 1/4 page \$75.00
- b. 1/2 page \$125.00
- c. full page \$250.00

- Nature NB will not accept any advertisement which is antithetical to what Nature NB represents.
- Nature NB will only advertise products, events, activities, services, companies etc which are consistent with or not in opposition to Nature NB's mandate and mission (e.g.. nature books, nature supplies, environmental consulting groups etc)
- Nature NB may refuse or cancel printing of any advertisements that are misleading or against Nature NB ethics or principles.
- All fees will be paid prior to printing.

Please contact Nature NB for more information