

Rates
starting at
\$1,250



THE WILDLIFE SOCIETY

SPONSOR BROCHURE



November 1–5, 2021

VISIBLE

EFFECTIVE

CONVENIENT

AFFORDABLE

ABOUT TWS

The Wildlife Society is an international member organization committed to addressing issues that affect the current and future status of wildlife in North America and throughout the world. Our more than 11,000 members include:

- Scientists, managers, educators, technicians, planners, consultants, and others who manage, wildlife populations and their habitats.
- Students who are pursuing degrees/experience that will enable them to become the next generation of wildlife professionals.
- Supporters who help spread the word and take action on important wildlife and habitat issues.

WHY SPONSOR THE 2021 CONFERENCE?

CUSTOMIZED, AFFORDABLE SOLUTIONS THAT SUPPORT YOUR ORGANIZATION'S GOALS!

Our first virtual conference drew a record-breaking 2,500+ attendees, and we expect that level of attendance to grow this year. We've made several improvements to the virtual experience based on sponsor and attendee feedback that should make this year's engagement even better. At your request, we'll schedule a professional sponsorship consultation where we'll provide valuable insights on how to leverage your benefits that will help you achieve your desired results. We're combining all of the advantages of delivering a conference experience virtually with our ability to leverage TWS's broad organizational reach and diverse digital platforms to increase sponsor engagement and visibility.

SPONSOR BENEFITS

Our approach to conference sponsorship includes:

- Affordable rates ranging from \$1,250 - \$5,000 – far below our in-person sponsorship rates!
- Professional consultation to help you design an effective conference presence.
- A larger and broader audience reach.
- A wider range of attendee engagement & visibility.
- Easier lead generation.
- Free remote attendance with no travel costs.



CONFERENCE PROFILE

2,500+

Attendees from
30 countries + all 50 US
States & 10 Provinces &
Territories of Canada

ATTENDEES INCLUDE

Executives, researchers,
professors, land managers,
decision-makers, policy
analysts, students, & more

FROM ALL SECTORS

State, provincial & federal
agencies, Tribal Nations,
NGOs, universities, &
for-profit businesses

1,400,000

Average impressions per
banner advertisement

2,000

Average views per
"minimercial"

SPONSOR LEVELS

Component (click title to see example)	Sponsorship Levels		
	GOLD	SILVER	BRONZE
RATES	\$5,000	\$2,500	\$1,250
Complimentary conference registrations	5	4	3
Professional & personalized insights on how to leverage your benefits to achieve desired results	✓	✓	✓
Complimentary virtual exhibit booth , featuring face-to-face meeting capabilities and scheduling tool	✓	✓	✓
eWildlifer acknowledgment with link to website	✓	✓	✓
Logo recognition in various TWS media, including The Wildlife Professional magazine	✓	✓	✓
Banner ad in rotation on all session pages	✓	✓	✓
Named sponsor of a conference event or activity	✓	✓	
" Minimerical " video ad in rotation to play before all on-demand presentations	✓	✓	
"Meet our Sponsors" web article featuring custom message/link – cross promoted in eWildlifer	✓	✓	
Presentation in our featured " Innovation Center " on the conference platform homepage	✓	✓	
Custom social media post before, during or after the conference	✓		
Complimentary ¼ page ad in The Wildlife Professional	✓		
Invitation to meet virtually during the conference, featured in a conference email to attendees	✓		
Custom push notification through conference platform and mobile app during the conference	✓		



GOLD SPONSORS

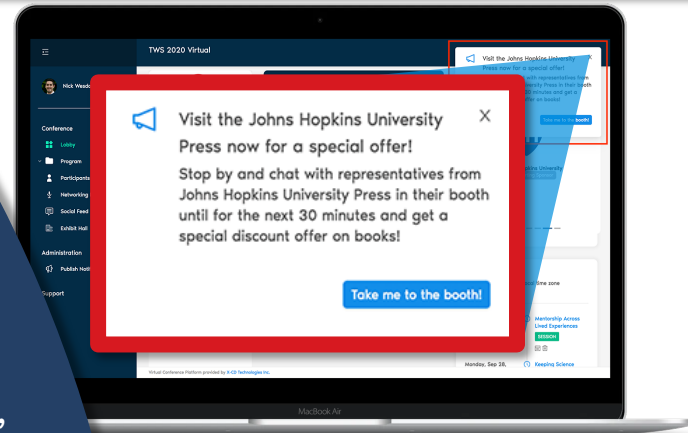
PUSH NOTIFICATION

MAXIMIZE VISIBILITY & ENGAGEMENT: REACH OUR FULL AUDIENCE WITH YOUR MESSAGE

GOLD Sponsors receive all the benefits offered to **SILVER** and **BRONZE** Sponsors, plus a number of new and exclusive benefits, including:

- A custom social media post before, during or after the conference;
- Invitation for face-to-face meetings during the conference, featured in a conference email to attendees;
- Custom push notification through conference platform and mobile app during the conference;
- Complimentary ¼ page ad in The Wildlife Professional.

Maximize your presence at TWS 2021 and expand the reach of your message to the full TWS audience. Take full advantage of the benefits of **GOLD** Sponsorship and spread your message throughout the year!



SOCIAL MEDIA POST



130K
FOLLOWERS

¼ PAGE AD

**THE WILDLIFE
PROFESSIONAL**



Reaches over
11,000
wildlifers with
each issue!

SILVER SPONSORS

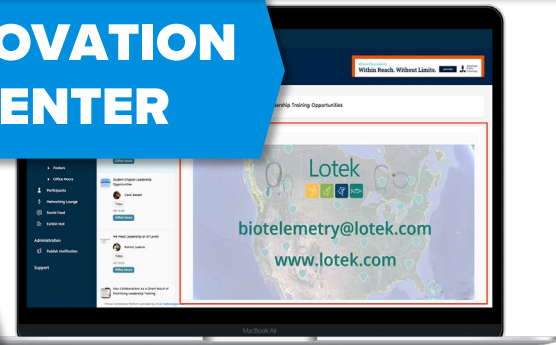
BECOME PART OF THE PROGRAM: ENGAGE WITH ATTENDEES & BEYOND

SILVER Sponsors receive all the Benefits of **BRONZE** Sponsorship, plus:

- 30-Second “Minimercial” video ad;
- Presentation in our featured “Innovation Center” on the conference platform homepage;
- “Meet our Sponsors” web article;
- Named sponsor of a conference event or activity.

MINIMERCIAL & PRESENTATION

INNOVATION CENTER



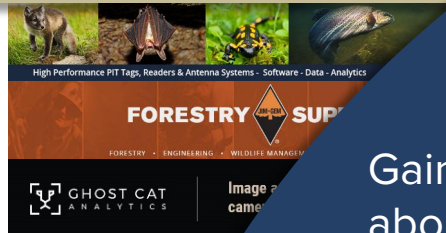
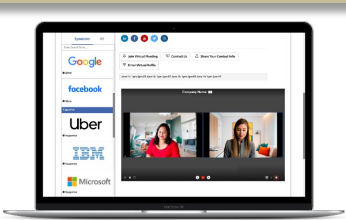
TWS WEB FEATURE



+50K
VISITORS /
MONTH

BRONZE SPONSORS

BANNER AD & BOOTH



TWS THANK YOU



Reach
EVERY
SINGLE
member

VISIBILITY & MARKET INSIGHTS: SEE & BE SEEN

Gain access to unique market insights about when and where your products are being used, talk to customers, and benefit from **BRONZE** Sponsor visibility & support:

- Banner ad & virtual booth;
- Logo recognition on TWS 2021 platform and TWS channels;
- eWildlifer Acknowledgement

TWS **ADVERTISING**

INTERESTED IN OTHER ENGAGEMENT OPPORTUNITIES?

The Wildlife Society offers a number of engagement opportunities throughout the year. Digital and print advertising through TWS can get your brand and products in front of more than 11,000 wildlife professionals and students, and thousands more individuals who support conservation across North America. Whatever your advertising needs and budget, we have an option for you to successfully reach your target and drive your business. For more information, check out our [2021 Media Kit and Rate Sheet](#).

SPONSOR **TERMS**

PROMOTIONAL CONSIDERATION

All promotional considerations outside of the virtual booth (i.e. banner ads, minimericals, presentations, etc.) must be submitted by the sponsoring organization no later than August 31, 2021. Submissions after that date may not be published to the virtual conference environment. Some promotional items are subject to change.

RIGHT OF REFUSAL AND/OR CANCELLATION

The organizers reserve the right to refuse or cancel applications of any potential sponsor for any reason, as well as the right to curtail elements of the sponsorship that detract from the character of the conference.

INSURANCE AND HOLD HARMLESS AGREEMENTS

To the maximum extent permitted by law, Sponsor shall indemnify and hold harmless the organizers, virtual conference software provider, their agents and employees, and co-sponsoring agencies for all claims arising from activities of the sponsor, its employees, agents, invitees, and licensees at or in connection with the TWS Annual Conference.

TAXES AND LICENSES

Sponsor shall be responsible for obtaining any licenses, permits, or approvals required under local, state/province, or federal law applicable to its activity at the conference.

CANCELLATIONS AND REFUNDS

In the unlikely event of cancellation by the organizers or for any reason or factor outside the control of the organizers, it is within the sole discretion of the organizers to decide on credits and/or refunds for the sponsorship fee(s). The organizers shall not be liable to refund any expenses incurred by registrants or their organizations.

The Wildlife Society

Mailing Address:
25 Century Blvd, Ste 505
Nashville, TN 37214

Headquarters Address:
425 Barlow Place, Suite 200
Bethesda, MD 20814

www.wildlife.org



**Sponsor
Contact**

Nick Wesdock
nwesdock@wildlife.org
(301) 897-9770 x320



The Wildlife Society Media Kit 2021

Reaching Wildlife Professionals and Students across North America

The Wildlife Society offers digital and print advertising to get your brand and products in front of more than **11,000 wildlife professionals and students**, and **thousands more individuals** who support conservation across North America.

About our members*:

ALL SECTORS employed by state, provincial, and federal agencies, tribal Governments, non-profit organizations, universities and colleges, and for-profit businesses across North America; undergraduate and graduate students; retired professionals

DECISION-MAKERS 55% consider themselves a leader in their current role with their organization

OUTDOOR ENTHUSIASTS

- More than 80% participate in wildlife watching activities
- More than 70% go camping and/or hiking
- More than 60% hunt and/or fish
- More than 50% engage in nature photography

CONSUMERS 33% have an annual household income of >\$100,000

WORLD TRAVELERS

- More than 50% travel at least 6 times per year
- More than 50% travel for at least 21 days each year; more than 80% travel for at least 11 days each year

**based on a 2014 survey of current TWS members*

The Wildlife Society provides a wide variety of affordable business solutions to help drive your desired outcomes. Our journals reach an inquisitive audience of wildlife researchers and practitioners. Our highly-sought, award-winning, membership magazine is delivered in print to each member 6 times per year. Our e-newsletter provides weekly, targeted communications to all 11,000+ members. Our website has more than 1.3 million page views each year, reaching more than 650,000 wildlife professionals and the broader public. Use one or more communication channels to deliver your message to our loyal and attentive members.

Channel	Medium	Rates as low as	Details
The Wildlife Professional	Print, Magazine	\$750 per placement	Page 2
Journals	Digital, website	\$500 per month	Page 4
eWildlifer	Digital, e-newsletter	\$100 per week	Page 5
Wildlife.org	Digital, website	\$100 per week	Page 6

+70%

are involved
in purchasing
decisions for their
organization

100%

participate in
outdoor recreation
activities outside
of their day-
to-day jobs

60%

have an annual
household income
of more than
\$75,000

+80%

travel at least 3
times per year
for work and/or
leisure

Members of TWS represent a diverse market of dedicated wildlife professionals and students.

Professionally, our members are:

- researchers
- professors
- technicians
- land managers
- policy analysts
- supervisors
- planners
- statisticians
- students

In their personal lives, they are:

- world travelers
- hunters
- bird watchers
- kayakers
- hikers
- anglers
- campers
- photographers
- all-around outdoor enthusiasts

The Wildlife Society

Mailing Address:
25 Century Blvd, Ste 505
Nashville, TN 37214

Headquarters Address:
425 Barlow Place, Suite 200
Bethesda, MD 20814

www.wildlife.org

Advertising Sales

advertising@wildlife.org

THE WILDLIFE PROFESSIONAL

The Wildlife Society's premier membership magazine

Our members love this magazine, and **more than 7,000 share their copy of the magazine with other wildlifers.**

The Wildlife Professional boasts an over **85% satisfaction** rate.* That means your advertisement will be highly visible as part of the magazine's highly respected content:

Reach over
11,000
wildlifers with
each issue!

>90%

say the content is relevant to them –
more than 2/3 read every single issue

76%

regularly discuss the
content with colleagues

72%

rate the scientific content
as very good or excellent

88%

use the magazine to become a “more
well-informed wildlife professional”

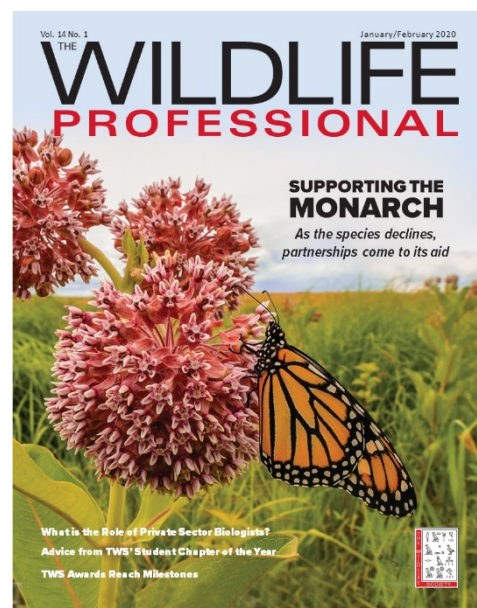
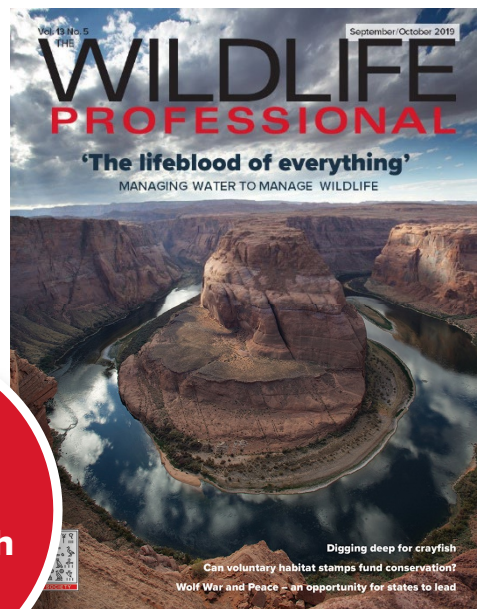
*based on a 2017 readership survey

Ads in this premier publication reach the widest possible audience of professionals in the most prominent wildlife management and conservation settings. These wildlifers work on private, military, tribal and government lands, and they work for the entire spectrum of employers: academic institutions, tribes, private consulting groups, NGOs, and state, federal and provincial agencies.

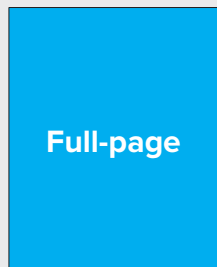
Every issue of The Wildlife Professional is also posted online and made available to our members. Make your advertisement go even further with embedded website links at no extra charge!

Sign-up for an entire year to take advantage of our lowest rates!

See the *TWP Advertising Specification sheet* for more details.



Rate and Size Specifications



Full-Page Advertisement

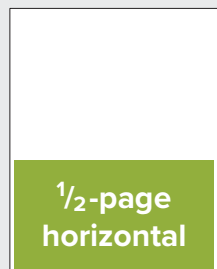
Sizes	Width	Depth
Full-page bleed	8 3/4"	11 1/8"
Full-page trim	8 1/2"	10 7/8"
Full-page non-bleed	8"	10 3/8"

20% Discount when you reserve 4 or more placements!

Per Placement Rates

4–6 issues	\$1,200
1–3 issues	\$1,500
*Cover 2, 3, or 4	\$1,600

**Covers sold on an annual basis. Subject to availability.*



Half-Page Advertisement

Size	Width	Depth
1/2-page horizontal	7 1/2"	4 1/4"

Per Placement Rate

****Flat Rate \$750**

***Volume discount does not apply.*

Printing Specifications

Trim Size: 8 1/2" x 10 7/8"

Binding: Saddle-stitch

Process: Web offset

Cover: 100 lb. gloss

Interior: 60 lb. matte

Important Keep vital advertising matter 1" from trim on all sides.

Publication Schedule and Closing Dates

Frequency

Published bi-monthly, with 6 issues per year

Availability

Maximum of 16 pages of paid advertising per issue

Issue	Reservations	Materials
Jan/Feb	Nov 13	Nov 16
Mar/Apr	Jan 29	Feb 1
May/Jun	Mar 26	Mar 29
Jul/Aug	May 28	Jun 1
Sep/Oct	Jul 30	Aug 2
Nov/Dec	Sep 24	Sep 27

Dates subject to change

Digital File Specifications

All ads must be submitted in press quality PDF format.

Minimum resolution: 300 dpi.

Four-color process (CMYK); no PMS colors.

Fonts embedded.

All art, such as photos and logos, must be set to CMYK.

No crop marks.

Inserts/Outserts Please contact our advertising representative for costs, sizes and quantity. Insertion and production fees may apply.

Cancellations Must be received in writing by the reservations date to avoid full payment.

Approval All advertising is subject to the Publisher's approval.

Disposition Electronic files are held one year and discarded unless otherwise instructed.



The Wildlife Society

Mailing Address:
25 Century Blvd, Ste 505
Nashville, TN 37214

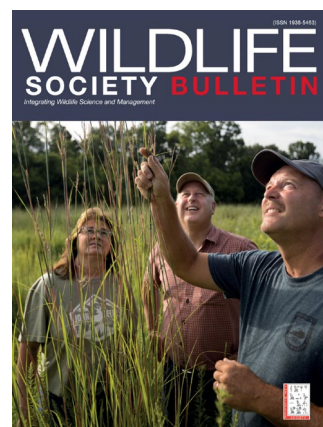
Headquarters Address:
425 Barlow Place, Suite 200
Bethesda, MD 20814

www.wildlife.org

Advertising Sales

advertising@wildlife.org

The Wildlife Society Journals



Reach a targeted audience of wildlife researchers, managers, academics, and students with low-cost digital advertising in our three premier scientific journals, the Journal of Wildlife Management, Wildlife Monographs and the Wildlife Society Bulletin.

The Wildlife Society journals are among the longest-standing, most influential journals in the wildlife profession. Research in our journals serve as the scientific foundation for applied wildlife management and conservation in North America and beyond.

As a result, the impact of our journals is strong and the demand is high. **Nearly 13,000 libraries, universities, and businesses subscribe** and journal access is included as a TWS member benefit. That means you can reach virtually the entire community of wildlife biologists and students with your low-cost digital ad.

Your ad will be displayed on every page: the journal landing page, the issue page, and each article's page.

+20,000

Unique visitors per month

75%

of our members regularly discuss the journals with their colleagues

+325,000

Full-text downloads in the past year!

Frequency

JWM / WM / WSB

630,000+ annual page views

Type

1 leaderboard placement monthly

2 vertical button placements monthly

Rate

\$500

1 month on JWM / WM / WSB pages

Three placements for the price of one!

Submission Deadline 15th of the preceding month

Specifications

Leaderboard 728 x 90 pixels

Button 300 x 250 pixels

Resolution 96 dpi

Format JPEG is preferable format, we are also able to use these additional file formats, including GIF, PNG and SWF. Interlaced and non-interlaced files are acceptable, as are animated files. No flash files.



The Wildlife Society

Mailing Address:
25 Century Blvd, Ste 505
Nashville, TN 37214

Headquarters Address:
425 Barlow Place, Suite 200
Bethesda, MD 20814

www.wildlife.org

Advertising Sales

advertising@wildlife.org

eWildlifer

Weekly member newsletter



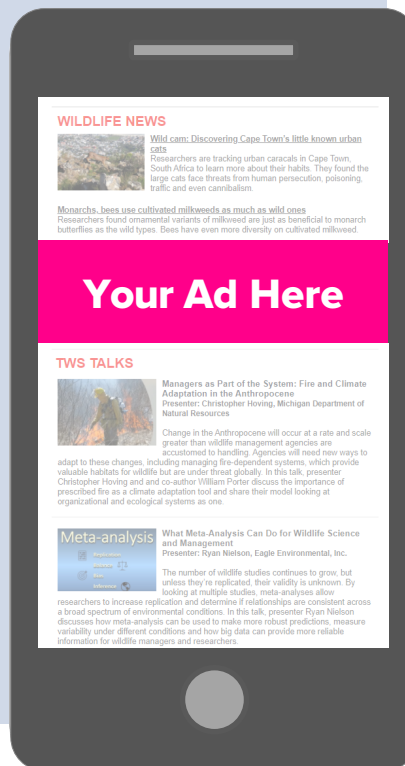
If you're looking to reach every single member of The Wildlife Society in a cost-effective way, the official eWildlifer is your answer. The eWildlifer is one of our most popular member benefits

Each advertisement placed in the eWildlifer can include a link to your product, event, or website.

Weekly distribution enables you to target the week of publication to coincide with special offers or seasonal cycles most advantageous to your business.

To make your advertisement even more effective, we limit the number of ads placed in each week's newsletter to just three.

With our members often in the field and in touch via their laptops, tablets, or phones, this is a great way to reach them wherever they are.



Reach
**EVERY
SINGLE**
member

Frequency

Distributed every Friday to over 11,000 members, plus nearly 1,500 associated professionals

Availability

Maximum of 3 paid banner advertisements per issue

Rates

\$100 placement for 1 week

**Less than a penny
per member**

Submission Deadline

Tuesdays at 12:00 pm eastern

Specifications

Size: 970 x 250 pixels
Resolution: 96 dpi minimum
Format: JPEG or PNG format



The Wildlife Society

Mailing Address:
25 Century Blvd, Ste 505
Nashville, TN 37214

Headquarters Address:
425 Barlow Place, Suite 200
Bethesda, MD 20814

www.wildlife.org

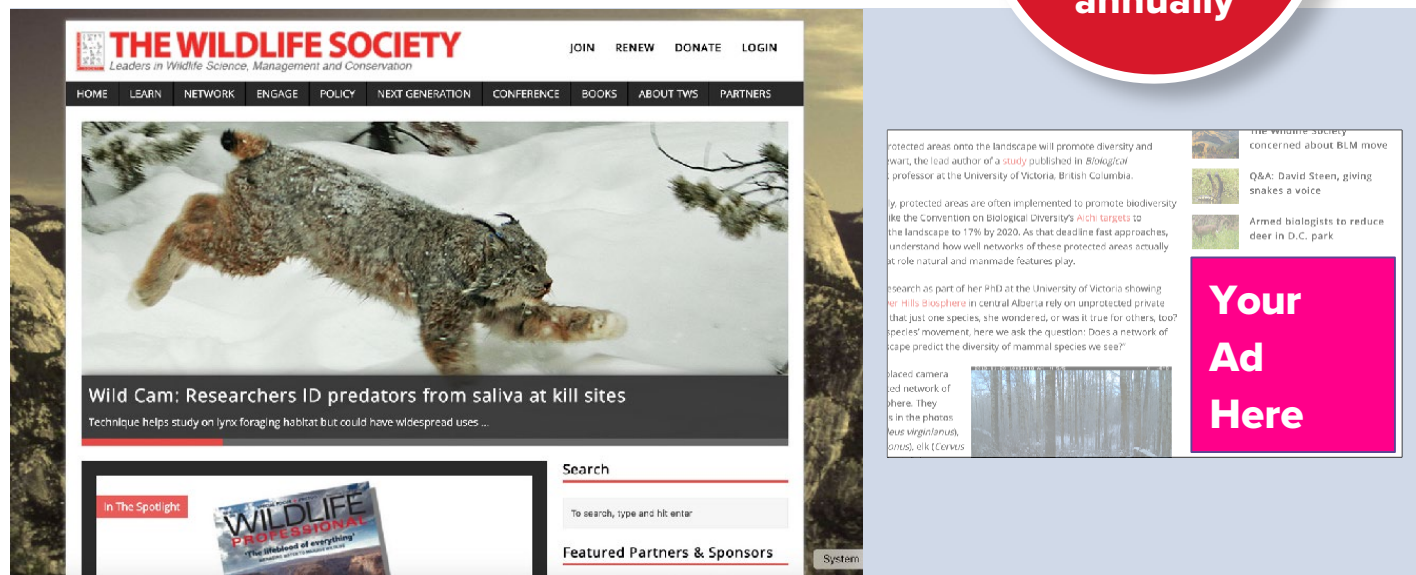
Advertising Sales

advertising@wildlife.org

wildlife.org

More than
650,000
visitors
annually

The Wildlife Society's website



Advertise at the center of The Wildlife Society's dynamic wildlife and news network

Our website reaches a broad audience of wildlife professionals and the general public. As the hub of TWS' communication network and member services, wildlife.org attracts a high volume of new and returning viewers.

In fact, our dynamic website generates more than 1.3 million page views per year by more than 650,000 visitors, offering an effective, low cost solution to your advertising needs.

Be at the center of everything TWS as we drive viewers to our website and to your advertisement through our weekly eWildlifer and social media efforts that reach an audience of more than 125,000 people.

Frequency

1.3 million+ page views annually

Type

Vertical button placements on most wildlife.org pages.

Rates

\$100 placement for 1 week

Submission deadline

Wednesdays at 12:00 pm eastern for the following week.

Specifications

Size: 300 x 300 pixel
Format: JPEG format
Resolution: 300 dpi minimum
Graphics: full color CMYK



The Wildlife Society

Mailing Address:
25 Century Blvd, Ste 505
Nashville, TN 37214

Headquarters Address:
425 Barlow Place, Suite 200
Bethesda, MD 20814

www.wildlife.org

Advertising Sales advertising@wildlife.org