**Section 2650.30 Outdoor Illinois**

a) Advertisers must reserve advertising space by the 20th (or next working day) of the month three months prior to publication. Camera-ready copy must be delivered to publisher not more than one month later.

b) Payment for advertising space must accompany the reservation. Advertisers rejected due to lack of space will have their money refunded. Space shall be allocated on a first-come, first-served basis.

c) Copy materials required:

1) Black and white: film negative, right-reading, emulsion side down, 150-line screen. White proof required.

2) Four-color: film separations, right-reading, emulsion side down, in register and prepared to publication size of contracted space, 150-line screen. Match print or chromaline proof required.

d) Available ad sizes

1) Run of Press

full page (7.5" x 9.5")

half page (7.5" x 4")

quarter page (4⅝" x 4")

eighth page (2⅛" x 4")

For preferred positioning, add 10% to the cost of the ad. Preferred positioning on first-come, first-served basis.

2) Rates shall be as published in Outdoor Illinois. Advertising rates for Outdoor Illinois may also be obtained by written request to:

Outdoor Illinois

Department of Natural Resources

524 S. Second Street

Springfield, IL 62701-1787

3) Inside back cover (color only).

4) Discount. Advertisers who contract for the same advertisement for three or more consecutive insertions shall receive a 10% discount from the cost of the ad.

5) Cancellations will not be accepted after the last date for reservations, nor will changes to advertisement be accepted less than 2 months prior to publication.