



## NFSS AD RATES

Ad Type	Frequency	Price
<b>Inside Cover</b> (color)	1 issue	\$90
	Full year	\$450
<b>Full page</b> (b&w)	1 issue	\$60
	Full year	\$306
<b>Half page</b> (b&w)	1 issue	\$40
	Full year	\$204
<b>Quarter page</b> (b&w)	1 issue	\$20
	Full year	\$102

### NFSS Journal Points of Note

- **Journal is bimonthly, and published reliably**
- **Current circulation is approximately 600 individuals and affiliated clubs (club issues may reach many readers)**
- **Readers are finch/softbill enthusiasts (not usually people who own one or two pet birds)**
- **Journals are given out or displayed at bird shows and other events**
- **Occasional color issues are produced at no extra cost to advertisers**