

**Revised May
2013**

INTERNATIONAL GAME WARDEN MAGAZINE

Policy Manual

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Approved by IGW Committee
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Subscription Renewal Procedures

Individual Renewals

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No less than two weeks prior to an individual's subscription renewal date, the IGW Business Manager will send the subscriber a renewal notice by mail. This notice will be in the form of a postcard and will include their subscription expiration date, along with information regarding current renewal methods.

At one month past the expiration date, and if there is no response to the first notice, a final notice will be sent by mail to the subscriber. This notice will be in the form of a postcard indicating that this is the "final notice" to the subscriber. If the subscriber has not renewed by the publication of the IGW issue following this final notice, he/she will be removed from IGW's active mailing list. Upon being removed from the active mailing list, the subscriber's information will be retained and placed in the "Inactive Subscriptions" database.

On some occasions, an individual may remain on the mailing list past the renewal date for the mailing of one issue of the magazine. This may occur when the expiration date falls near the publication of an issue and if adequate time has not been provided to the subscriber to submit his payment.

Throughout the course of the year, it will be the subscriber's responsibility to provide the IGW Business Manager with his or her correct mailing address and any subscriber information changes or updates.

Association Renewals

Revised February 19, 2007

No less than one month prior to an association's subscription renewal date, the IGW Business Manager will send the designated contact person a renewal packet by mail. This packet will include an invoice for the current number of subscriptions purchased by the association, a list containing the names and addresses of those subscribers, and a cover letter stating that it is time to renew and explaining the renewal process.

If there is no response to the first notice at one month past the association's expiration date, a final notice packet will be sent by mail to the contact person. This notice will contain the same items as those in the original renewal packet; however, the final notice letter will clearly state that if payment is not received prior to the publication of the following issue, the association will be removed from the mailing list.

If the association does not respond to the final notice, the Business Manager will notify the committee, and wherever possible ask for assistance through NAWEOA board members in making contact with the association.

Once all efforts to make contact with the association have been exhausted, the association will be removed from the active mailing list and placed in the “Dropped Group Member” database. Upon their removal from the active mailing list, dropped members will then be sent a renewal postcard notifying them that their association will no longer be paying for their subscription, and they have been removed from the active mailing list. This card will include an order form and information on how to renew their subscription as individuals.

It will be the contact person’s responsibility to ensure that correct name and address information is provided to the IGW Business Manager.

Complimentary Subscriptions

Revised February 13, 2007

Complimentary subscriptions to IGW may be offered to individuals at the discretion of the IGW Editor, with final approval of the IGW Committee.

As outlined in Section 6 of this policy manual, entitled “Compensation of Contributors”, all regular contributors will receive two complimentary subscriptions to IGW. These complimentary subscriptions will be cancelled when the contributor no longer submits material to IGW for publication.

The IGW Subscription Manager will provide a list annually, of individuals receiving complimentary subscriptions to the IGW Committee and the IGW Editor. The list will contain the names of those individuals currently receiving complimentary subscriptions to IGW. At that time, any changes to the list will be determined by the IGW Editor and IGW Committee.

Upon removal from the active mailing list, the previous recipients of complimentary subscriptions will be sent a subscription renewal card, giving them an opportunity to continue receiving the magazine through purchasing their own subscription to IGW.

Subscription Rates

Determining Subscription Rates

Effective September 15, 2004

Magazine subscription rates are to be determined by the IGW Committee and the IGW Business Manager. The IGW Business Manager will monitor the financial status of IGW and determine if and when an increase in the rates may be necessary. The Business Manager will then notify the Committee of his or her findings for their review in determining whether a cost increase is necessary. The IGW committee will also determine whether any new subscriptions plans, promotions, or special discounts are to be implemented.

Current Rates for Subscriptions to IGW

Effective May 1, 2013

Subscription Type	1 Year	2 Year
Individual	\$18	\$33
Association	\$15 per subscription	\$29 per subscription
International Individual	\$29	n/a
Individual-- NAWEOA Member	\$16	\$30
International-- NAWEOA Member	\$26	n/a
Subscription Companies-- USA and Canada Subs	\$17.10	\$31.35

Magazine Subscription Companies

Effective September 17, 2004

Magazine subscription companies are businesses that typically handle the orders for subscriptions to several different magazines at once, for libraries and educational institutions. Our magazine's name is provided on an order form to these libraries and institutions, which may help us to reach areas we otherwise might not. At the discretion of the IGW Committee, IGW will extend a 5% discount to these companies, bringing their cost to \$17.10 for a one-year subscription, and \$31.35 for a two-year subscription

Replacement of Missed Issues

Lost or Damaged Magazines

Effective October 2004

IGW will replace any magazines that contain printing defects, as well as magazines that are damaged or lost during the shipping process. Under these circumstances, the magazine will be replaced at no charge to the subscriber.

If the magazine contains printing defects, the IGW Business manager will notify the publisher of the printing errors and take whatever steps necessary to have the publisher compensate IGW for any losses.

If the IGW receives more than twelve complaints of the same issue damaged during shipping, the IGW Business manager will contact the US Postal Service or Canadian Postal Service and file a complaint.

Issues Missed Due to Change of Address

Effective October 2004

IGW will not be responsible for replacing any issues of the magazine that were missed due to the subscriber's failure to notify IGW of any address changes in time for an issue's distribution.

IGW is also not responsible for replacing issues that were missed due to a subscriber being moved to the inactive database for non-payment. Instead, upon a late renewal, the subscriber's expiration dated will be moved forward three months for every issue missed.

Example: John Smith failed to renew his subscription on 5/1/2004 and as a result, was moved to the inactive database for non-payment. In July, he finally sends his renewal payment, but has missed the summer issue. Instead of mailing him the summer issue, which we may or may not have, and paying whatever extra postage it will cost to send it to him, his due date will be moved ahead by three months to account for the single missed issue—from 5/1/2005 to 8/1/2005.

The IGW Database Information

Sharing Subscriber Information

Effective September 15, 2004

The personal information of each subscriber to IGW shall be kept confidential. Under no circumstances will IGW share or sell any of the information contained within the IGW database to any sources outside of IGW and NAWEOA.

Online Access to Accounts

Effective September 15, 2004

Subscribers will be able to access and make changes to their information online through the IGW Website. Both the IGW Business Manager and the NAWEOA Webmaster will assist in maintaining this online database. The Business Manager will upload the most recent database information to the designated FTP site on a bi-weekly basis as needed. After this step is completed, it will be the responsibility of the Webmaster to replace the older database information with the updated version and make it accessible online to the subscribers.

IGW Contributors

The policies below are guidelines for compensating regular contributors to IGW. Regular contributors are those individuals who submit articles to IGW for each of the four issues published within a subscription year. The following compensations are not to be awarded to one-time or sporadic contributors.

Compensating Regular Contributors to IGW

Effective February 13, 2007

All regular contributors will receive two complimentary subscriptions to the magazine. These complimentary subscriptions will be cancelled when the contributor no longer submits material to IGW for publication.

All regular contributors to IGW shall receive a \$50 gift certificate. This gift certificate may be used for the purchase of any NAWEOA and/or IGW merchandise, NAWEOA membership fees, IGW magazine subscriptions, or IGW advertising space. The contributor is responsible for any additional costs above and beyond the value of the certificate, including any taxes, customs fees, advertising design services, or shipping costs. These certificates will be awarded in December, following the contributor's full year of article contributions.

All regular contributors to IGW shall receive a payment of \$25 per article submitted. The contributor will receive this payment after the issue in which his/her article was included has been published and distributed. In determining who is eligible for these payments, the IGW Editor will provide the Business manager with the names of the contributors who are to receive payment. This notification will occur when the final proof has been submitted to the printer for publication.

Extra Magazine Copies

Effective October 2004

In addition to receiving the two complimentary copies (as outlined in the above policy) per issue of IGW, the regular contributors may purchase additional copies of the magazine at 50% off the regular price.

The current cost of back issues is \$5 per magazine, at a 50% discount, the cost to contributors will be \$2.50 per magazine.

Honoring Outgoing Contributors

Effective October 2004

Upon “retiring” from his or her regular contributions/columns published within the magazine, outgoing contributors will be honored with a certificate of appreciation for their years of service, and a small gift (hat, shirt, etc.).

Look Who's Reading Contest

Contest Rules

Effective February 2005

Each year at the NAWEOA Summer Conference, the IGW will draw the names of the two individuals from contest entries submitted throughout the course of the year. IGW will award each of these winners a paid “early bird” registration to the following year’s NAWEOA Conference. The following guidelines shall apply to these prizes:

1. Each winner shall receive reimbursement for one “early bird” registration. The winner must first purchase his or her registration prior to May 15th, and will receive his/her reimbursement from the IGW Business Manager after providing him/her with a copy of the receipt for the paid registration.
2. The winners must be current subscribers to the IGW in order to claim their prize.
3. If a winner cannot attend, he/she may opt to transfer the prize to another individual. If the winner chooses to transfer their prize, they must notify the IGW Business Manager of this change prior to the conference.
4. In the event that the winner can not attend the conference, and can not find an individual to take his/her place, IGW will send them an IGW hat or IGW t-shirt as a consolation prize.

Advertising

Drafted by Dave Silversides with amendments made by Stephanie Kutch and the IGW Committee.

Advertisement Sale Procedure

Effective August 2004

1. A prospective client will be contacted by either the Advertising Manager, or by a NAWEOA member acting as an advertising sales representative for IGW. At this time, a media kit will be provided to the client. This kit will include a copy of the magazine, the current rate card, and ad specification sheet. Some of the information outlined in this kit will be ad sizes, pricing, deadlines, formats, and etc. Through this kit, the prospective client will also be directed to the IGW and NAWEOA web sites in order to provide the client with a better understanding the history of the magazine and its owners.
2. If the initial contact with the client was through a NAWEOA member, the NAWEOA member will follow-up with the client to determine if they wish to purchase an ad. If the client is interested, they will then be contacted directly by the Advertising Manager. At this time, the Advertising Manager will go over the procedures and specifications for the type of advertisement the client is interested in purchasing.
3. If the advertisement is sold by a NAWEOA member, the Advertising Manager will complete a Member Commission Agreement (MCA). A copy of the MCA will be provided to both NAWEOA member, and the IGW Business Manager. At this point, the original seller's (the NAWEOA member) job is complete. The MCA shall include the following information:
 - The client's name (business name and contact name), mailing address, phone number, and if available, email.
 - The advertisement details, including the size, color, cost, issue, and commission due to the seller (10% of the total sale price).
 - The NAWEOA member's (person selling the ad) information
 - A stipulation indicating that the seller will be paid his or her commission once the advertisement is paid in full.

4. The Advertising Manager will send the client a contract to sign detailing much of the same information as outlined in the MCA, as well as payment details and further instructions regarding the advertisement specifications. The contract will also include instructions for submitting an advertisement and the contact information for IGW'S Graphic Designer (to whom this information shall be provided). A copy of the Client Contract will also be provided to the IGW Business Manager.
5. A down payment may be required. This will be at the discretion of the Advertising Manager, and will depend on the client's reputation. The Advertising Manager is responsible for informing the client of the possible requirement of the down payment.
6. The contract may be submitted either on paper or through email, based upon the request of the client.
7. The Graphic Designer will notify the Advertising Manager when he has received the finished advertisement, or information for creating an advertisement for the client. If the Graphic Designer creates the advertisement, he will email a proof of the advertisement as it will appear in the magazine to the Advertising Manager. The Advertising Manager will then forward the proof to the client for their final review and approval before going to print.
8. Immediately after an issue is published and distributed, the IGW Business Manager will send the advertiser(s) an invoice for the balance of the published advertisement and a complimentary copy of the issue containing their ad. If payment has not been after 30 days of the date of the first invoice, a second invoice will be sent to the advertiser. It is at this time that late charges (if any) will be applied to the account.
9. If the client's account remains unpaid at 45 days past the date of the original invoice, the Advertising Manager will be called upon by the IGW Business Manager to assist in the collection of these funds.
10. Once the advertisement has been paid in full, the IGW Business Manager will pay commissions to the seller as outlined below:
 - If the Advertising Manager sold the ad, he or she will receive the full 20% commission, based upon the total cost of the advertisement.
 - If a NAWEOA member sold the ad, he or she will receive 10%, and the Advertising Manager will receive 10%, based upon the total cost of the advertisement.

Advertising for Future Conference Hosts

Amended by Doug Lucyshyn 10/29/2004

The IGW will offer all NAWEOA conference hosts free advertisements and/or promotions in the magazine in three issues to be published prior to the conference. In addition to conference promotions, there will also be a feature article about their province or state, and officers. It is the conference host agency's responsibility to provide the IGW with the feature article and any accompanying photographs.

The guidelines for the host agency's free advertisements are as follows:

- Up to one full page free advertisement/promotion in the fall issue preceding their conference.
- Up to one full page free advertisement/promotion in the winter issue preceding their conference.
- Up to one full page free advertisement/promotion in the spring issue immediately preceding their conference.

If the conference host desires more than the allotted space, their request will be reviewed by the IGW editor and committee, and may be subject to the advertising rates of the IGW.

Advertising for NAWEOA

Effective October 2004

The IGW will offer NAWEOA two free full-page advertisements per year. In exchange for these free advertisements, NAWEOA will offer IGW space to publish a subscription order form and information on subscription rates in both the summer and winter editions of the NAWEOA Newsletter. NAWEOA also agrees to share booth space with the IGW at all NAWEOA Conferences.

Advertising for the North American Wildlife Enforcement Officer Museum and Education Center

Effective October 2004

As outlined in the Memorandum of Understanding *(MOU) between NAWEOA and the Museum, advertising will be provided at no charge to the Museum as follows:

- NAWEOA and the IGW will commit two full one-page advertisements annually.

- These advertisements will be published in both the fall and spring issues of the magazine.

**A full copy of the MOU is included in the NAWEOA Policy Manual.*

The following is a draft for the expenditure approval policy. Is that terminology correct??? Perhaps more details are needed?

Approval of IGW Expenditures

Expenditure Approval

Effective February 2005

Any employee or independent contractor that wishes to be reimbursed by the IGW for expenditures outside of the course of normal operations is required to seek the approval of the IGW Committee prior to the purchase of the goods and/or services.

