

# NationalParks

## Photographer's Guidelines *National Parks Magazine*

*National Parks* is an award-winning, quarterly magazine known nationwide for high-quality photography and reproduction, depending heavily on contributions from both professional and outstanding amateur photographers.

The magazine is published by the National Parks Conservation Association (NPCA), a non-profit group dedicated to the protection and enhancement of the National Park System. While historically the magazine has covered more policy-oriented park issues, today's editors have begun to include subjects that encompass travel, natural history, politics, conservation, and our country's heritage and cultural diversity. The magazine presents all aspects of our National Park System, ranging from proposed new parks; threats to the park or park wildlife; new trends in park use; legislative issues; clean air and global warming; and endangered species relevant to the parks. While there will always be a need for pretty landscapes and wildlife, we're trying hard to connect the human experience to these issues. We welcome portrait photographers who can provide a different view of the parks as we normally see them through diverse human subjects, intimate black-and-white photography, and stunning compositions that include people in the landscape. **We also expect photographers to practice the highest ethical standards. Please see the [International League of Conservation Photographers' \(ILCP\) website](#) for specifics.**

Our rates are competitive with other national, nonprofit magazines of our circulation (300,000):

<i>SIZE or PLACEMENT</i>	<i>SQUARED PICA SIZE</i>	<i>RATE</i>
1/4 page or less	up to 756	150.
1/3 page	up to 1008	175.
Half page	up to 1512	200.
3/4 page	up to 2268	250.
Full page	up to 3024	275.
1 1/3 page	up to 4032	300.
1 2/3 page	up to 5040	325.
Double-page spread	up to 6048	350.
Cover		750.
Contents page - 1/2 page		150.
Contents page - 1/8 page		100.

New contributors are required to complete a tax form and sign our terms of agreement before we can consider any submission. We send two copies of the magazine once it's published. Invoice information will be sent then, and payment sent within 30 days of the issue's publication.

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_

Questions? Comments? Contact Nicole Yin at [nyin@npca.org](mailto:nyin@npca.org).