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### PREFERRED PAGES - 4/COLOR

<b>Page 3</b>	<b>\$1500.00</b>
<b>Page 5</b>	<b>\$1400.00</b>
<b>Page 7</b>	<b>\$1350.00</b>
<b>First Spread (Pages 8 &amp; 9)</b>	<b>\$1950.00</b>
<b>Page 11</b>	<b>\$1250.00</b>
<b>Second Spread (Pages 12 &amp; 13)</b>	<b>\$1900.00</b>
<b>Page 15</b>	<b>\$1175.00</b>
<b>Third Spread (Pages 16 &amp; 17)</b>	<b>\$1850.00</b>
<b>Page 19</b>	<b>\$1100.00</b>
<b>Fourth Spread (Pages 20 &amp; 21)</b>	<b>\$1700.00</b>
<b>Page 23</b>	<b>\$1050.00</b>
<b>Fifth Spread (Pages 24 &amp; 25)</b>	<b>\$1650.00</b>
<b>Page 27</b>	<b>\$975.00</b>
<b>Sixth Spread (Pages 28 &amp; 29)</b>	<b>\$1600.00</b>
<b>Page 31</b>	<b>\$900.00</b>
<b>Seventh Spread (Pages 32 &amp; 33)</b>	<b>\$1500.00</b>
<b>Page 35</b>	<b>\$800.00</b>
<b>Eighth Spread (Pages 36 &amp; 37)</b>	<b>\$1400.00</b>

## Dog News Magazine Advertising Rates

As of January 1, 2019

### COVERS - FOUR COLOR:

**Front Cover: By Reservation**

**Cover 2: \$2000.00 By Reservation • (Inside Front Cover)**

**Cover 3: \$1400.00 By Reservation • (Inside Back Cover)**

**Cover 4: By Reservation**

### PAGE RATES:

**Full Page (Four Color) : \$450.00**

**Full Page (Black & White): \$250.00**

**Half Page (Black & White) : \$200.00**

**Kennel Club Advertising: \$275.00**

### ADDITIONAL CHARGES

**NOTE: No extra charge for additional DIGITAL photos submitted via email**

**Additional Color Photographs - \$100.00 each**

**Additional Black & White Photographs - \$25.00 each**

**B/W PAGE with Additional Color \$125.00**

**NO ADDITIONAL CHARGE FOR DESIGN AND PREVIEW SERVICE**

### PAGE SPECS:

**Single Page non bleed:** 8w x 11 h  
(same as single page live area)

**Single Page bleed:** 9.5w x 12.5h

**Single Page Trim:** 9 x 12

**Spread Non Bleed:** 17w x 11h  
(same as spread live area)

**Spread Bleed:** 18.5w x 12.5h

**Bleed Trim:** 18 x 12

Allow for an inch of "dead space" in the center/gutter of the spread (bleed and/or non-bleed spreads)

**SAVE** as flattened CMYK: PDF, TIF/JPEG/GLOSSY

### ALL DIRECTORY & CLASSIFIED ADS MUST BE PREPAID

**BREEDER'S DIRECTORY and HANDLER'S DIRECTORY: \$350.00**

One-year insertion includes subscription plus listing in annual publication and on dnmagazine website

### CLASSIFIED ADVERTISING:

**2 Months - \$300.00 • 3 Months - \$400.00 • 6 Months - \$700.00**

**DEADLINE FOR ALL ADS IS FRIDAY, 12 Noon, For The Following Friday's publication.  
Dog News Is Mailed Every Friday.**

Commercial Rate Card Available Upon Request • Payments must accompany order, or the billed rate will apply. As a courtesy to our advertisers, we accept Visa, MasterCard, American Express & Discover. Please include card number, expiration date and security code.

**Dog News Magazine** is not responsible for the reproductive quality of camera ready ads and/or photos received via email. Any cancellations on **PREFERRED PAGE RESERVATIONS** received the week of publication will be **CHARGED FULL PRICE**. All advertisements are copyrighted and owned by **Dog News Magazine**, unless received camera-ready. Permission to reprint must be requested in writing.