

Advertising Rates

DISPLAY ADVERTISING

	Full Color Ad	Spot Color Ad	Black & White Ad
2 PAGE AD 15 1/2" w x 10" h	\$1650.00	\$1130.00	\$930.00
1 PAGE AD 7 1/4" w x 10" h	\$860.00	\$595.00	\$495.00
3/4 PAGE AD 7 1/4" w x 7 1/2" h	\$725.00	\$525.00	\$450.00
2/3 PAGE AD 7 1/4" w x 6 2/3" h 4 3/4" w x 10" h	\$650.00	\$500.00	\$425.00
1/2 PAGE AD 7 1/4" w x 5" h 4 3/4" w x 7 1/2" h	\$475.00	\$345.00	\$295.00
1/3 PAGE AD 2 3/8" w x 10" h 4 3/4" w x 5" h 7 1/4" w x 3 3/8" h	\$375.00	\$260.00	\$210.00
1/4 PAGE AD 4 3/4" w x 3 7/8" h 3 1/2" w x 5" h	\$325.00	\$235.00	\$185.00
1/6 PAGE AD 4 3/4" w x 2 1/2" h 2 3/8" w x 5" h	\$225.00	\$180.00	\$130.00
1/8 PAGE AD 4 3/4" w x 2" h 2 3/8" w x 4" h	\$200.00	\$160.00	\$110.00
COVER PAGES Premium placement includes either Front Cover, Inside Front Cover, Inside Back Cover or Outside Back Cover	\$900.00		
Column Inch 2 3/8" w x 1" h			\$30.00
Showcase Ads 2 3/8" w x 3 1/2" h			\$85.00
Show Pictures (Available published with sale and show reports) Large - 3 1/2" w x 2 1/2" h (Includes a FREE 8x10 photo or emailed photo)			\$135.00
Small - 2 3/8" w x 2" h (Includes a FREE 5x7 photo or emailed photo)			\$85.00

(Effective January 1, 2014)

Frequency of Publication

9 Issues Per Year

- February
- March
- April
- May
- June
- July/August (combined)
- September
- October/November (combined)
- December/January (combined)

All ads may receive a pre-paid discount of 10% off original price (not including photo charge). This discount may be taken only if full amount is paid BEFORE the magazine is printed.

Photos (scans) used in display ads are \$6.00 each.

A \$25 fee will be charged for all returned checks.

All fees payable in U.S. funds.



BREEDER'S DIRECTORY LISTING

Each Breeder's Directory listing includes your flock information by state and breed PLUS a one-year subscription.

	Annual Price
One Listing	\$65.00
Each Additional Listing	\$35.00

The Banner

BUSINESS CARD AD PROGRAM

Business Card ads will appear in all nine issues annually. This program also includes a listing in the Breeder's Directory PLUS a one-year subscription.

	Annual Price	Black & White	Full Color
5" Business Card Ad - 2 3/8" w x 6" h	\$1000.00		\$1350.00
4" Business Card Ad - 2 3/8" w x 4" h	\$775.00		\$1100.00
3" Business Card Ad - 2 3/8" w x 3" h	\$600.00		\$800.00
2" Business Card Ad - 2 3/8" w x 2" h	\$425.00		\$675.00
1" Business Card Ad - 2 3/8" w x 1" h	\$225.00		\$350.00