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BANNER ADVERTISING RATES & GUIDELINES

DISCOUNT:

A 10% discount will be applied towards the cost of your ad if advertising payment is made before the magazine is mailed.

SCAN CHARGES (PHOTOS): \$6.00

TERMS: Ads must be paid in full before the next magazine is printed.

PUBLISHING SCHEDULE: Nine times annually with monthly issues published during the seasons of greatest breed activity.

BLACK & WHITE AD SIZE...COST

2 pages.....	\$930.00
1 page.....	\$495.00
3/4 page.....	\$450.00
2/3 page.....	\$425.00
1/2 page.....	\$295.00
1/3 page.....	\$210.00
1/4 page.....	\$185.00
1/6 page.....	\$130.00
1/8 page.....	\$110.00
Column Inch.....	\$30.00
Large Show Picture.....	\$135.00
Small Show Picture.....	85.00

FULL COLOR AD SIZECOST

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1/3 page.....	\$375.00
1/4 page.....	\$325.00
SPOT COLOR CHARGESCOST	
1 page.....	\$100.00
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1-inch contract.....	\$225.00
2-inch contract.....	\$425.00
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