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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.....	\$330.00
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 SIZE .....COST**

2 pages.....	\$1650.00
1 page.....	\$860.00
1/2 page.....	\$475.00
1/3 page.....	\$375.00
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<b>SPOT COLOR CHARGES .....COST</b>	
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3/4 or 1/2 page.....	\$75.00
Smaller size ads.....	\$50.00
1-inch contract.....	\$225.00
2-inch contract.....	\$425.00
3-inch contract.....	\$600.00
Showcase Ads.....	\$85.00