



THE
Pointing Dog[®]
 J·O·U·R·N·A·L
 The
Retriever[®]
 J·O·U·R·N·A·L



2017 ADVERTISING RATES & GUIDELINES

THE POINTING DOG JOURNAL ADVERTISING DEADLINES

	Space Close	Materials Close	Mail Date
Jan/Feb	Nov. 15th	Nov. 25th	Dec. 26th
Mar/April	Jan. 15th	Jan. 25th	Feb. 25th
May/June	Mar. 15th	Mar. 25th	April 25th
July/Aug	May 15th	May 25th	June 25th
Sept/Oct	July 15th	July 25th	Aug. 25th
Nov/Dec	Sept. 15th	Sept. 25th	Oct. 25th

THE RETRIEVER JOURNAL ADVERTISING DEADLINES

	Space Close	Materials Close	Mail Date
Feb/Mar	Dec. 15th	Dec. 25th	Jan. 26th
April/May	Feb. 15th	Feb. 25th	Mar. 25th
June/July	April 15th	April 25th	May 25th
Aug/Sept	June 15th	June 25th	July 25th
Oct/Nov	Aug. 15th	Aug. 25th	Sept. 25th
Dec/Jan	Oct. 15th	Oct. 25th	Nov. 25th

2017 Display Advertising Rates

Covers	1-3X	4-6X	7+X
Cover 2	\$4,462	\$3,902	\$3,342
Cover 3	\$4,462	\$3,902	\$3,342
Cover 4	\$4,727	\$4,144	\$3,555

Four Color / BW	1-3X	4-6X	7+X
Full Page	\$2,876	\$2,592	\$2,308
2/3 Page	\$2,168	\$1,962	\$1,756
1/2 Page	\$1,697	\$1,529	\$1,361
1/3 Page	\$1,403	\$1,267	\$1,131
1/4 Page	\$1,080	\$976	\$872

All Prices listed as per insertion

2017 Marketplace Advertising Rates

Page Space	Ad Size	1-3X	4-6X	7+X
1/2	7-1/4" x 4-3/4"	\$695	\$620	\$565
1/3	4-3/4" x 4-3/4"	\$475	\$420	\$400
1/4	7-1/4" x 2-1/4"	\$375	\$320	\$300
1/6	4-3/4" x 2-1/4"	\$275	\$220	\$210
3 x 1	2-1/4" x 3"	\$225	\$185	\$165
1/12	2-1/4" x 2-1/4"	\$175	\$145	\$125

DESIGN ASSISTANCE: We offer ad design services for new ads and photo scans for existing ads for a minimal fee.

FULL PAGE (Trim Size)
 8 7/8" x 10 3/4"
FULL BLEED
 8 3/8" x 11"
Live Area
 7 3/8" x 9 5/8"

1/4 PAGE Vert.
 3 9/16" x 4 3/4"

1/2 PAGE Vert.
 3 3/16" x 9 5/8"

1/2 PAGE Island
 4 13/16" x 7 1/4"

1/4 PAGE Horizontal
 7 3/8" x 2 5/16"

1/3 PAGE Vert.
 2 5/16" x 9 5/8"

2/3 PAGE Vert.
 4 13/16" x 9 5/8"

1/2 PAGE Horizontal
 7 3/8" x 4 3/4"

1/6 PAGE Vert.
 2 5/16" x 4 3/4"

1/6 PAGE Hor.
 4 7/8" x 2 3/8"

1/3 PAGE Square
 4 13/16" x 4 3/4"

Advertising Contact: Katie Rollert

katie.rollert@VPDCS.com | PH: 844-936-1402 | FX: 231-946-9588

2779 Aero Park Drive | Traverse City, MI 49686

PUBLICATION SPECIFICATIONS

Trim Size: 8 1/8" x 10 3/4"

Printing: Sheet Fed Offset

Col. Width: 2 col. – 3.5625" 3 col. – 2.2917"

Binding: Saddle Wire

DIGITAL AD REQUIREMENTS

Ads submitted must meet the publisher's production guidelines.

Preferred ad submission method. Press quality PDF is the preferred method of ad submission for this magazine. If you're not sure how to make a press quality PDF please go to www.VPDemandCreation.com/support_asg.php and download our PDF job options.

Other submission methods: We accept composite JPG(preferred), TIF, or EPS files with the color mode CMYK at 600-900 dpi for color ads or color mode Grayscale for black and white ads.

Submit your ad: Our email system will accept files up to 10 MB -- for transfer of files over that size, use our file transfer system: <http://filedrop.VPDemandCreation.com>

User name = user Password = user

Please enter my email address (katie.rollert@VPDCS.com) so that the system will notify me of the file's arrival.

Dimensions: All ads must be configured to fit the ad sizes as indicated below. Be sure to create documents in the proper trim size. However, be certain to include bleed on full page bleed ads. On full page ads do not put text outside the live area 7 1/8" x 9 1/8" centered. There is no need to add registration marks.

Black-and-White Ads: All black-and-white ads must be set up to output as one-color art and text. This will prevent any unanticipated screen tints from appearing in final image.

Preparation: If the publisher's production department considers a digital ad to be incorrectly set-up by the advertiser, the advertiser may correct and re-submit the ad – or – the advertiser may request the publisher to alter the ad to meet specifications at an additional charge to be quoted.

Please call if you have any questions regarding your file set-up.

ADDITIONAL FEES

Design: Ad design services for new ads, or redesigns/photo acquisition of existing ads (at the advertiser's request) is available, price TBD, quote provided prior to design/redesign. **Proofing:** The price of the ad includes 1 proof, 1 review, and 1 additional proof with changes incorporated. Further changes requiring additional proofs will incur a \$35 fee per round for "advertiser alterations." Advertiser not required to pay \$35 for a proof in which a requested change was missed by our design team.

MISCELLANEOUS

Production Assistance: Complete production services are available. Layout, art, type (including key changes), color separations, etc., will be billed to advertiser in addition to the space rate. Agency discounts do not apply to production charges. All images sent in electronically must be high resolution 300 dpi photos or 800 dpi line-art. **Special Positions:** Every effort will be made to comply with advertiser requests but special positions cannot be guaranteed. No premium is required for positioning.

ONLINE CLASSIFIED ADVERTISING

The charge is \$125 for up to 50 words, with a photo (phone number, email, and website together are considered one word). If you have a website or email, your ad can include a link to it at no extra charge; ad will appear for 60 days. Payment with credit card – due upon posting.

ADVERTISING AGREEMENT

All advertising orders accepted by the publisher are subject to the terms and provisions of the current rate card. The previously run ad material will be used if new instructions are not received by the material deadline for the next scheduled insertion.

The publisher reserves the right to reject any advertising, or to request alteration in content prior to publication. Advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless from and against all loss or expense resulting from claims or suits based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism and copyright. The publisher shall have the right to hold advertiser and/or its agent jointly and severally liable for such monies as are due and payable to publisher for advertising that advertiser or its agent ordered and that was published.

CANCELLATION POLICY

It is agreed between the parties to this contract that a cancellation will be accepted once the publisher has received **written notice** from the advertiser prior to the appropriate closing date; and that cancellation on the part of the advertiser shall forfeit his right to contract rate; the rate to be adjusted on past and subsequent insertions will conform with the actual space used at the rate specified.

DISCOUNTS & COMMISSIONS

Terms: Net 30. 15% commission on space to recognized agencies for camera-ready copy if invoices are paid within 30 days. Commissions and discounts are forfeited on past-due accounts. Frequency rates are extended only when a multiple insertion contract is signed. Orders issued on a per issue basis will be charged at the 1X rate. Prices listed as per insertion

PAYMENT OPTIONS

MasterCard, Visa, or check at space deadline for pre-payment. Credit cards will be charged at material close deadlines.

OTHER SERVICES

- Shared direct mail targeted toward gun dog owners
- Targeted direct mail planning, design and production
- List Management
- Ad response fulfillment, order fulfillment
- Sales collateral and brochure design and printing
- Website ads: Links are available on our website.



Questions About Advertising? Contact Katie Rollert

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