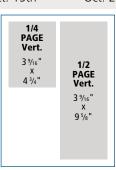


THE POINTING DOG JOURNAL ADVERTISING DEADLINES **Space Close Materials Close Mail Date** Jan/Feb Nov. 15th Nov. 25th Dec. 26th Jan. 25th Feb. 25th Jan. 15th Mar/April Mar. 25th May/June Mar. 15th April 25th May 25th July/Aug May 15th June 25th Sept/Oct July 15th July 25th Aug. 25th Sept. 15th Sept. 25th Nov/Dec Oct. 25th

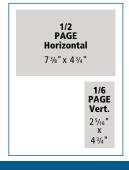
THE RETRIEVER JOURNAL ADVERTISING DEADLINES **Space Close Materials Close Mail Date** Feb/Mar Dec. 15th Dec. 25th Jan. 26th Feb. 25th Mar. 25th April/May Feb. 15th June/July April 15th April 25th May 25th June 15th June 25th July 25th Aug/Sept Oct/Nov Aug. 15th Aug. 25th Sept. 25th Oct. 15th Oct. 25th Dec/Jan Nov. 25th

FULL PAGE
(Trim Size)
8 1/8" x 10 3/4"
FULL BLEED
8 3/8" x 11"
Live Area
7 3/8" x 9 5/8"



	1/2 PAGE Island 4 ¹³ / ₁₆ " x 7 ¹ / ₄ "
Hori	PAGE zontal x 2 ⁵ /16"

1/3 2/3 PAGE PAGE Vert. 25/16" 413/16" X X 95/8" 95/8"
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1/6 PAGE Hor. 47/8" x 2 ³ /8"	
1/3 PAGE Square 4 ¹³ / ₁₆ " x 4 ³ / ₄ "	

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.

PUBLICATION SPECIFICATIONS

Trim Size: 8%" x 1034" 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 7½" x 9½" 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.

