

# Advertising Rates

## Entry Express Event Catalogs



### PREMIUM AD RATES (per month/all events)

PREMIUM PAGES	1 Yr CONTRACT* Get 1 Month Free!	6 Mo CONTRACT* Get ½ Month Free!
Center Spread	<b>SOLD</b>	\$1000/mo.
Inside Cover 2	\$550/mo.	\$600/mo.
Inside Back Cover 3	\$550/mo.	\$600/mo.
Outside Back Cover 4	<b>SOLD</b>	\$600/mo.
First Page	<b>SOLD</b>	\$550/mo.
Last Page	\$500/mo.	\$500/mo.

### REGULAR AD RATES

AD SIZES	1 SINGLE EVENT	ALL EVENTS
Full Page (Interior)	\$50	\$350/mo.
1/2 Page	\$30	\$200/mo.
1/4 Page	\$20	\$120/mo.

## Event Catalog Statistics

Yearly Field Trial Events:	273
Yearly Hunting Test Events:	249
Yearly HRC Events:	18
Total Events Each Year:	540
Field Trial Starters:	36,273
Hunting Test Starters:	39,771
HRC Starters:	2,105
Total Starters Each Year:	78,149
<b>Total Catalogs per Year</b> (75% of Total):	<b>58,612</b>

### AD SIZES

PAGE	WIDTH	HEIGHT
Full Page	4.25"	11"
Back Cover 4	3.75"	6.25"
1/2 Page	4.25"	5.125"
1/4 Page	4.25"	2.44"



- Advertising deadlines for each event will be approximately 1 week before the event closes, or 2 weeks before the event occurs.
- Event catalogs are published entirely through electronic desktop media, and should be submitted electronically or furnished on a CD with a hardcopy to ensure accuracy. Files should be provided in this order of preference: Press quality (high resolution 300 dpi) PDF; Adobe InDesign; Adobe Illustrator or Adobe Photoshop.
- If you have any questions regarding advertising or your digital file set-up, please contact Sara Sommerfeld in the Advertising Department by Phone (262) 278-4201 or E-mail: saras@theretrievernews.com. Production and design assistance are also available.
- Publisher reserves the right to reject any advertising or request alteration in content.

\*6 month contracts are for date ranges of January-June or July-December only. All prices are prorated at the time of purchase.