

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	SOLD	\$1000/mo.
Inside Cover 2	\$550/mo.	\$600/mo.
Inside Back Cover 3	\$550/mo.	\$600/mo.
Outside Back Cover 4	\$550/mo.	\$600/mo.
First Page	SOLD	\$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

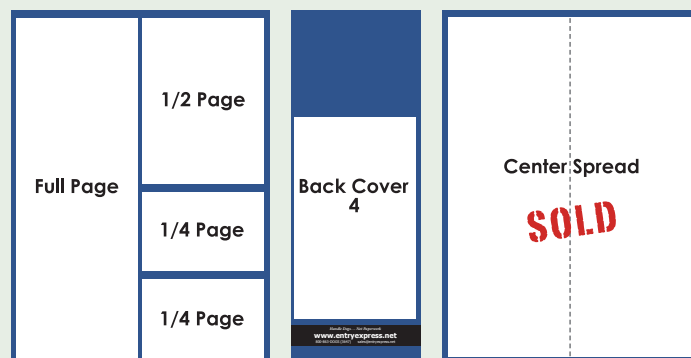
Yearly Field Trial Events:	292
Yearly Hunting Test Events:	237
Yearly HRC Events:	20
Total Events Each Year:	549

Field Trial Starters:	35,676
Hunting Test Starters:	35,306
HRC Starters:	2,339
Total Starters Each Year:	73,321

Total Catalogs per Year (75% of Total): 54,990

AD SIZES

PAGE	WIDTH	HEIGHT
Full Page	3.75"	10.5"
Back Cover 4	3.75"	6.25"
1/2 Page	3.75"	5.125"
1/4 Page	3.75"	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.