



FINDING the most effective venues for advertising can be difficult and overwhelming. There are many different options available ... So which ones are right for your business? Well, we would like to invite you to consider advertising with the Retriever News franchise, which offers unique access to the elite performers and leadership of the AKC performance field retrievers in both Field Trials and Hunting Tests. We believe we offer the most direct, potent and effective access available for this target market of consumers.



Digital Media Advertising:

TheRetrieverNews.com Website (RN)

✓ Website Banner Advertising

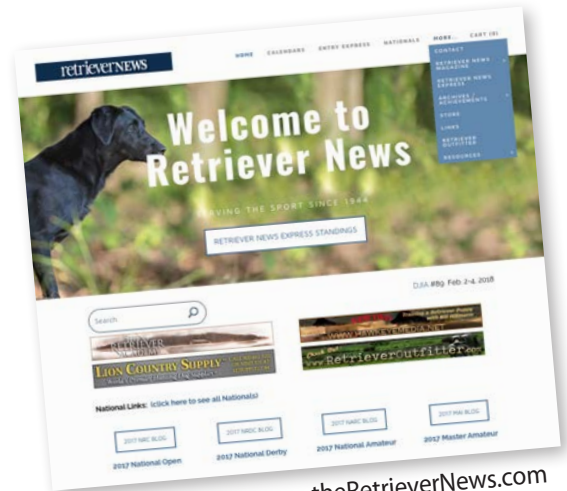
(\$40 – \$300/mo.)

- Regular Average Website Visits: 10,000+ per month
- Regular Average Pageviews: 30,000+ per month
- During National Event Website Visits: 40,000+ per month
- During National Event Pageviews: 110,000+ per month

✓ National Event Blog Advertising

(\$400 per event – bundle price available)

- Master Amateur Blog Banner (June 2019)
 - 15,700 pageviews <http://2019mai.blogspot.com/>
- National Amateur Championship Blog Banner (June 2019)
 - 544,677 pageviews <http://2019narc.blogspot.com/>
- National Derby Championship (October 2019)
 - 65,913 pageviews <http://2019nrdc.blogspot.com/>
- National Open Championship Blog Banner (November 2019)
 - 444,653 pageviews <http://2019nrc.blogspot.com/>



theRetrieverNews.com

I look forward to working with you!

Sincerely,

Sara Sommerfeld
Director of Advertising/Marketing



National Blog Page



National Blog Sponsorship

FOR ANYONE who has ever watched the Retriever News team in action during a National event, you know that creating these blogs for the National events is a true labor of love with the Retriever Community in mind. It is HARD WORK to say the least! And, what you may not know ... is that these blogs are run mostly by volunteers!! Yes, volunteers...putting in countless hours of work and dedication each day at the event Without OUR GENEROUS SPONSORS, it is just not possible to provide this kind of coverage ... they get bigger and better each year!

SPONSORING THE RETRIEVER NEWS ONLINE BLOG during the Nationals is a fantastic way to help us support the Retriever Sport, to become a part of the National, and to also help support our efforts to cover these historical events. **AND EVEN BETTER FOR YOU**, this is an excellent way to advertise your business and show your support at the same time!

Please take a moment to look over the information below, and consider sponsoring the Retriever News Blog coverage of the Retriever Nationals. We really appreciate your time and your support!

When: The Official Blog coverage begins before the event events start (usually a month or two before!) It then continues to be viewed for years to come!

Blogs Available for Sponsorship:

- Master Amateur Invitational
- National Amateur Retriever Championship
- National Retriever Derby Championship
- National Open Retriever Championship

Cost: The cost for a MAI, NARC, NRC or NRDC sponsorship is \$400 for each event

AND ... If you would like to sponsor Multiple National Blogs – the bundle price is **ONLY \$350** for each event.

Perks: (All of these advertising perks are valued over \$1000!)

- ★ A permanent lifetime clickable banner placed on the blog that links to your website (we can help you design a banner if you are not able to supply one.)
- ★ A listing on Retriever News Blog ad(s) published in Retriever News magazine regarding the blog and showcasing our Blog Sponsors, and giving special thanks to them!
- ★ Our Sponsors are also mentioned throughout the National event to say “Thank You” to those making the blog possible!
- ★ Sponsors will receive one FREE 1/6-page Color Ad published in RN magazine for your business in the month with coverage of the National Event you sponsored! (Official sponsors receive a 1/2 page ad – contact us for availability)
- ★ Your banner is also published on the web page of the Retriever News website for the National you are sponsoring!

**If you would like to donate any prizes, products, etc. to be given away during the event via the blog and/or Facebook ... just let us know! That is another great way to offer your support to the blogs during these events!

** Please note, we will help you to create your clickable banner if you are in need of this design assistance.



Thank you, we appreciate your consideration!

Retriever News | N8W22195 Johnson Drive | Suite 105 | Waukesha, WI 53186

Office 262-278-4201 | info@theretrievernews.com | www.TheRetrieverNews.com | www.EntryExpress.net

Retriever News Advertising Rates

- Placement of your ad in the Retriever News will also place your ad in the new online version of our magazine – Retriever E-News. Be sure to include your website or e-mail address in your ad. Then your customers can easily find out more about you or contact you with just one click!



— AD SIZES —

Page	Width	Height
Full page (live)	7.625"	10"
Full page (trim)	8.375"	10.875"
Full page (bleed)	8.625"	11.125"
2/3 (H)	7.625"	6.543"
2/3 (V)	5"	10"
1/2 (H)	7.625"	4.875"
1/2 (V)	5"	7.436"
1/3 (H)	7.625"	3.207"
1/3 (V)	2.375"	10"
1/3 (sq)	5"	4.875"
1/4 (H)	7.625"	2.311"
1/4 (V) OBIT only	3.688"	4.875"
1/6 (H)	5"	2.311"
1/6 (V)	2.375"	4.875"
1/8 (H) OBIT only	3.688"	2.311"
1/12 (sq)	2.375"	2.311"

— AD RATES —

Four Color	11x	6x	1x
Full page	\$1000	\$1100	\$1200
2 page spread	\$1800	\$1900	\$2000
2/3 page	\$800	\$850	\$900
1/2 page	\$600	\$650	\$700
1/3 page	\$400	\$450	\$500
1/4 page	\$300	\$350	\$400
1/6 page	\$200	\$225	\$250
1/8 page	\$150	\$175	\$200
1/12 page	\$110	\$120	\$130

Black & White	11x	6x	1x
Full page	\$650	\$700	\$750
2 page spread	\$1000	\$1050	\$1100
2/3 page	\$450	\$500	\$550
1/2 page	\$300	\$350	\$400
1/3 page	\$200	\$225	\$250
1/4 page	\$150	\$175	\$200
1/6 page	\$105	\$115	\$125
1/8 page	\$80	\$90	\$100
1/12 page	\$55	\$60	\$65

Black plus One Color (less than 1/2 page) Add \$25

Black plus One Color (1/2 page or larger) Add \$50

Premium Pages	11x	6x	1x
Center spread	\$2300	\$2400	\$2500
Back cover	\$1800	\$1900	\$2000
Inside front cover	\$1600	\$1700	\$1800
Inside back cover	\$1600	\$1700	\$1800
Page 3 (4/C only)	\$1300	\$1400	\$1500

— AD DEADLINES & GUIDELINES —

Issue	Deadline	Issue	Deadline
Jan	Dec 1	Aug	Jul 1
Feb Mar	Jan 10	Sep	Aug 1
Apr	Mar 1	Oct	Sep 1
May	Apr 1	Nov	Oct 1
Jun	May 1	Dec	Nov 1
Jul	Jun 1		

- The deadline is the first of each month prior to the date of publication, except for the February | March combined issue — that deadline is January 10.
- All ads are subject to publisher's approval. After the first printing, it is the advertiser's responsibility if any errors are repeated.
- The letters "OFA" will be used in an ad only if the corresponding number is supplied.
- Ads cancelled after layout/design services are rendered will be billed at 25% of the ad rate. Ads cancelled after the magazine layout is complete for the scheduled publish month (7th of the month) will be billed at 50% of ad rate.
- Print-ready files should be provided in this order of preference: Press quality (high resolution 300 dpi) PDF; Adobe InDesign; Adobe Illustrator; Adobe Photoshop; JPG.

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Reader Profile

Editorial Calendar



Full Page	1/2 H		1/6 H	1/3 V	1/4 H		2/3 V	1/3 V	1/3 H	1/8 H	1/4 V
	1/3 SQ	1/6 V	1/2 V		1/2 V	1/12			2/3 H	1/8 H	
					1/6 V				1/4 V	1/8 H	
										1/8 H	

^ ONLY
OBITUARIES

2021 EDITORIAL CALENDAR

Jan	Cover: 2020 National Open Champion 2020 National Open Coverage
Feb/Mar	Cover: 2020 High Point Open & Amateur Dog 2020 Performance Summary
Apr	Cover: 2020 High Point Derby Dog Elective Features and Departments
May	Cover: Historical Elective Elective Features and Departments
Jun	Cover: National Amateur Elective Elective Features and Departments
Jul	Cover: Master Amateur Invitational 2020 & 2021 Master Amateur Coverage
Aug	Cover: 2021 National Amateur Champion 2021 National Amateur Coverage
Sep	Cover: Historical Elective Commemorative Cover: 2021 CNARC Champion 2021 Canadian National Amateur Coverage
Oct	Cover: Historical Elective Elective Features and Departments
Nov	Cover: 2020 Nat'l Open Defending Champion Commemorative Cover: 2021 CNRC Champion 2021 Canadian National Open Coverage
Dec	Cover: 2021 National Derby Champion 2021 National Derby Coverage

READER PROFILE

- Retriever News is the leading magazine dedicated to performance retrievers since 1944.
- Our target market consists of field trial and hunting test competitors, both male and female.
- The participants in our sport have significant disposable income that supports the demanding lifestyle necessary to actively train, campaign and hunt retrievers.
- 97% of readership owns one or more dogs and invests considerable time and money in their care and training.
- The readership resides in all 50 states, Canada, and Europe and is a highly mobile population, many with more than one residence.
- 93% of subscribers archive their past issues; therefore, readership is higher than the approximate 1500 subscribers.

NOTES

- The Retriever News is published entirely through electronic desktop media. Files should be provided in this order of preference: Press quality (300 dpi) PDF; Adobe InDesign; Adobe Photoshop; Adobe Illustrator; .JPG or Microsoft Word file. Advertising materials should be sent electronically.
- Please contact Sara Sommerfeld in the Advertising Department if you have any questions regarding your digital file set-up. Production and design assistance are available. saras@theretrievernews.com or call 262-278-4201
- Every effort will be made to comply with special position requests. Publisher reserves the right to reject any advertising or request alteration in content.

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Web Banners

RETRIEVER NEWS HOME PAGE Banner Ads (per month)

X-Large Top Exclusive Banner

Premium Space \$400/mo
936 x 60 pixels

Large Top Banner

468 x 60 pixels \$250/mo

Small Button Banner

190 x 50 pixels \$40/mo

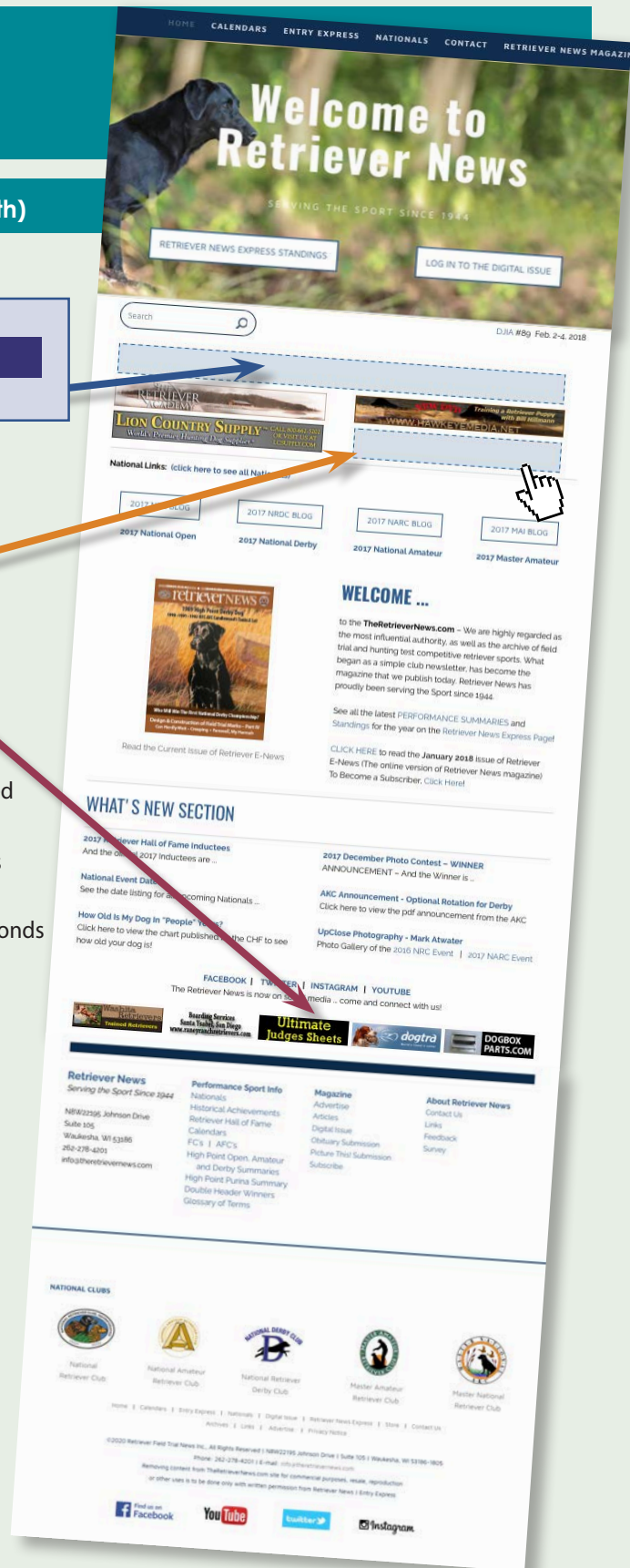
- .jpg or .png file formats for static banners
- .gif files for animated banners
- Large Banner max file size: 40K
- Small Banner max file size: 25K
- 72 dpi only
- No sound or flashing is allowed
- For Animations –
Maximum Frames: 3 frames
Loop Time: 15 seconds
Banner is static after 15 seconds

✓ Website Visit and Page View Stats

- Average Website Visits: 10,000+
Pageviews: 30,000+ per month
- During a National Event Website Visits: 40,000+
Page views: 110,000+ per month

✓ National Event Blog Advertising (\$400 per event)

- National Open Championship Blog – Averages 450K+ page views
- National Amateur Championship Blog – Averages 550K+ page views
- National Derby Championship Blog – Averages 70K+ page views
- Master Amateur Invitational Blog – Averages 25K+ pageviews



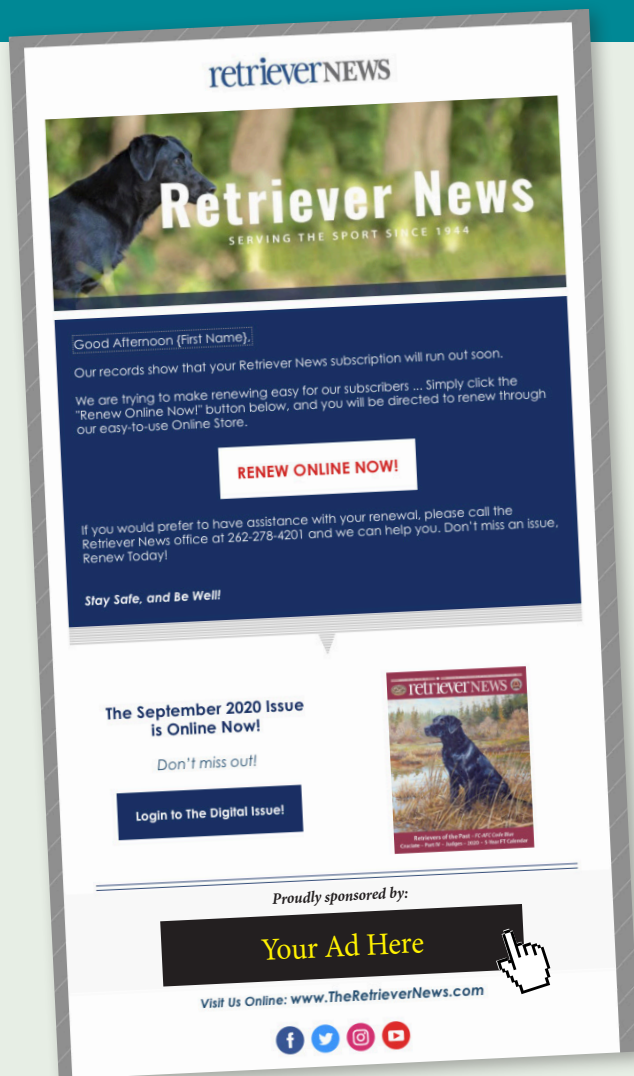
Contact Sara Sommerfeld for banners on theRetrieverNews.com:
262-278-4201 or saras@theretrievernews.com

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eNewsletter / Email Blast Banners



Retriever News *Premium* Email Advertising Now Available!

This Email Blast/eNewsletter banner consists of approximately 25-30 annual emails. These are sent out a couple times per month or more, in the form of National Event Information Newsletters, Qualifier Letters and Retriever News Subscription Renewal Reminders!

Potentially 9000 individuals see these emails each month!

RATES

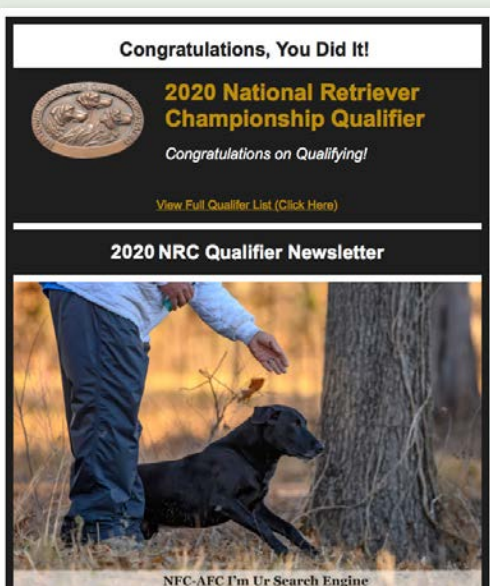
Large Premium eNewsletter Sponsorship Banner

\$300/mo

- ★ An average of 2 eNewsletter sends per month
- ★ Over 10,000 unique email views per month!

SPECIFICATIONS

- .jpg or .png file formats accepted
- Banners are static with a web link
- 72 dpi / RGB color space only
- 500 x 100 pixels



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