

# 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.

# retrieverNEWS

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

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

# 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	
										1/4 V	1/8 H
										1/8 H	

^ONLY  
OBITUARIES

### 2021 EDITORIAL CALENDAR

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