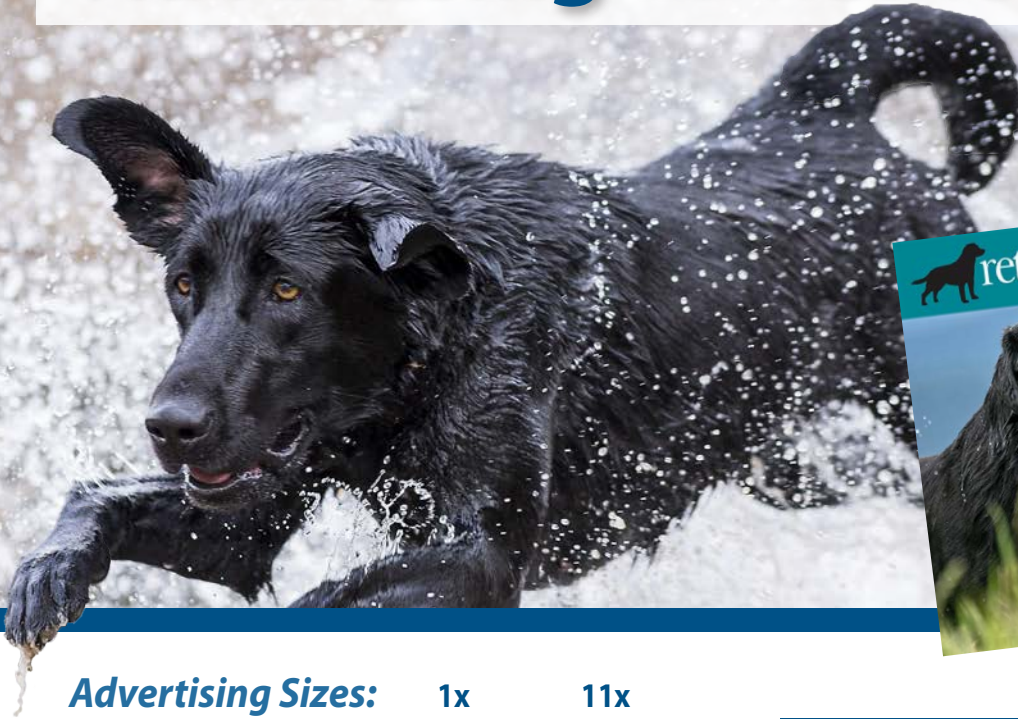


Advertising with Retriever News



Advertising Sizes:	1x	11x
Full Page	\$1200	\$1000
1/2 Page	\$800	\$690
1/3 Page	\$580	\$460
1/4 Page	\$460	\$345
1/6 Page	\$290	\$230
1/12 Page	\$150	\$130

Obituary Sizes:	1x
1/8 Page	\$150
1/4 Page	\$300
1/2 Page	\$600
Full Page	\$1200

Premium Pages:	1x	11x
Back Cover	\$2100	\$1800
Inside Front Cover	\$1800	\$1500
Inside Back Cover	\$1800	\$1500

NOTE: 11x refers to the 11-time rate contract to advertise for 11 issues, 1x refers to the 1-time rate to advertise in 1 single issue. All Ads will include Full Color going forward. Retriever News can help create your ad for you at no extra charge.

— 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		

INFORMATION:

- Please contact Sara in the Advertising Department if you have any questions regarding ad set-up. Production and design assistance is available. Contact details are below.
- 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 the 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.
- Every effort is made to grant special position requests. Retriever News reserves the right to reject any advertising or to request alterations in content.

262-278-4201

saras@theretrievernews.com



Retriever News - Advertising Info Editorial Calendar - Reader Profile



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

EDITORIAL CALENDAR

Jan	Cover: National Open Champion National Open Coverage
Feb/Mar	Cover: High Point Open & Amateur Dog Previous Year Performance Summaries
Apr	Cover: Previous Year High Point Derby Dog Elective Features and Departments
May	Cover: Historical / Elective Elective Features and Departments
Jun	Cover: Historical / Elective Comm. Cover: NARC Defending Champion Elective Features and Departments
Jul	Cover: Historical / Elective Master Amateur Coverage
Aug	Cover: National Amateur Champion National Amateur Coverage
Sep	Cover: Historical / Elective Elective Features and Departments
Oct	Cover: Historical / Elective Comm. Cover: NRDC Previous Champion Elective Features and Departments
Nov	Cover: CNRC Champion(s) Comm. Cover: NRC Defending Champion Canadian National Open Coverage
Dec	Cover: National Derby Champion Comm. Cover: Holiday Puppy Photo Contest National Derby Coverage

Advertising 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"

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, professional and amateur!
- 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 1200 subscribers.



Retriever News | N8W22520 Johnson Drive | Suite J | Waukesha, WI 53186

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