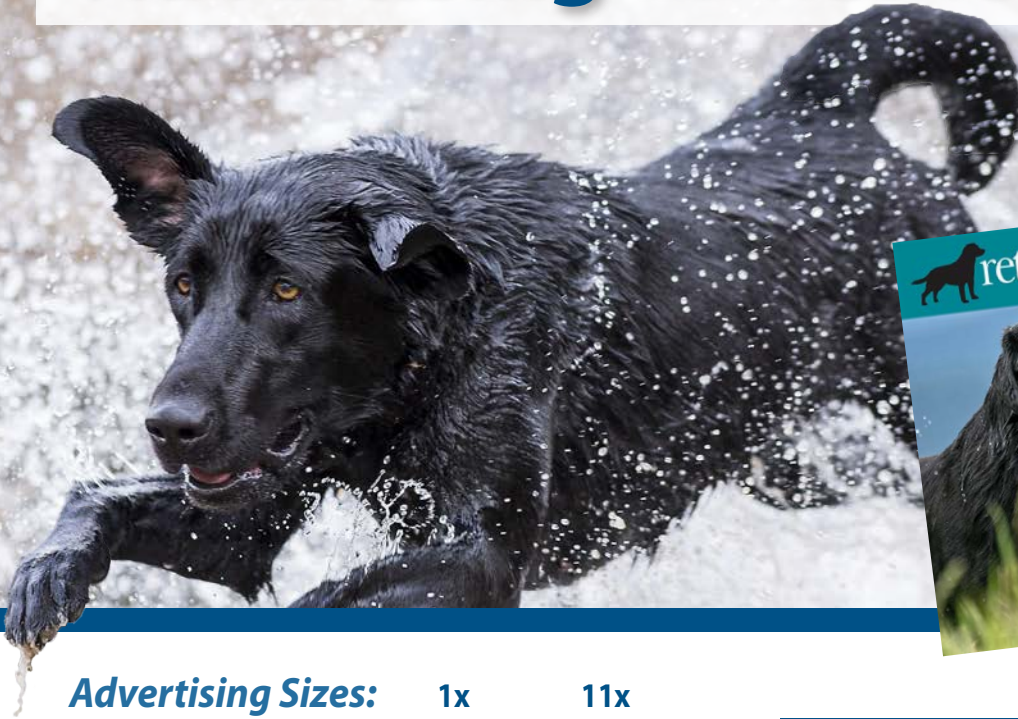


# Advertising with Retriever News



<b>Advertising Sizes:</b>	<b>1x</b>	<b>11x</b>
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

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

<b>Premium Pages:</b>	<b>1x</b>	<b>11x</b>
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](mailto: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

## 2024 EDITORIAL CALENDAR

<b>Jan</b>	Cover: 2023 National Open Champion 2023 National Open Coverage
<b>Feb/Mar</b>	Cover: 2023 High Point Open & Amateur Dog 2023 Performance Summary
<b>Apr</b>	Cover: 2023 High Point Derby Dog Elective Features and Departments
<b>May</b>	Cover: Historical / Elective Elective Features and Departments
<b>Jun</b>	Cover: Historical / Elective Comm. Cover: 2023 NARC Defending Champion Elective Features and Departments
<b>Jul</b>	Cover: Historical / Elective 2024 Master Amateur Coverage
<b>Aug</b>	Cover: 2024 National Amateur Champion 2024 National Amateur Coverage
<b>Sep</b>	Cover: Historical / Elective Elective Features and Departments
<b>Oct</b>	Cover: Historical / Elective Comm. Cover: 2022 NRDC Defending Champion Elective Features and Departments
<b>Nov</b>	Cover: 2024 CNRC Champion(s) Comm. Cover: 2023 NRC Defending Champion 2023 Canadian National Open Coverage
<b>Dec</b>	Cover: 2024 National Derby Champion Comm. Cover: Holiday Puppy Photo Contest 2024 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

# Retriever News NATIONAL BLOG

## retriever BLOG



Brought to you by:



retrieverNEWS  
Serving The Sport Since 1944

### Blog Banner Ads:

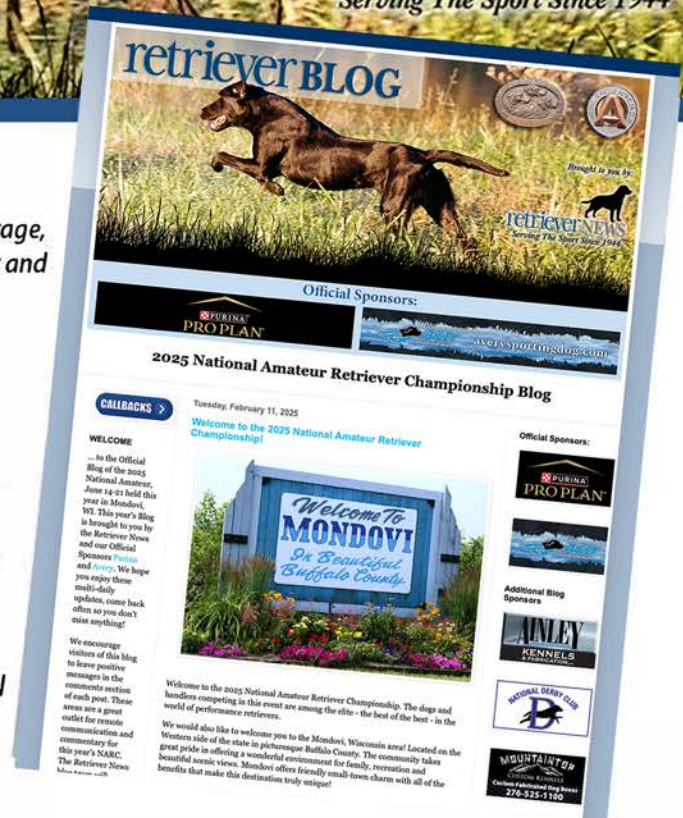
Retriever News National Blogs are the only place to get daily event coverage, test info, individual dog work posts from each series, photos from the event and more! Your banner ad will be displayed on the blog with a URL link.

### 6 Regular Blog Sponsorships Available

Price: \$400 / Event

- \$350 / Event for Multiple Blogs
- Permanent clickable banner placed on the blog with URL
- URL text link on the RN website of the Event Blog you sponsor
- Sponsors are mentioned throughout the National Event to say "Thanks" to those making the blog possible
- Sponsors will also receive a FREE 1/6 page ad published in RN magazine for your business, kennel, etc.

Specs: Banner 210 x 105 px  
URL Link



### Official Sponsorship – Available for the National Derby

Price: Contact Retriever News for Details!

Specs: Banner 500 x 200 px

Includes URL Link

All Ad Reservations and  
Ad Materials Due 1 Month  
Before the Event  
Don't Miss Out!

Contact Sara for More Details!

**262-278-4201, Ext. 102**

saras@theretrievernews.com

 retrieverNEWS  
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www.TheRetrieverNews.com | www.RetrieverE-News.com

# Web Banners

## RETRIEVER NEWS HOME PAGE Banner Ads (per month)

Premium Space  
936 x 60 pixels

\$400/mo

468 x 60 pixels

\$250/mo

190 x 50 pixels

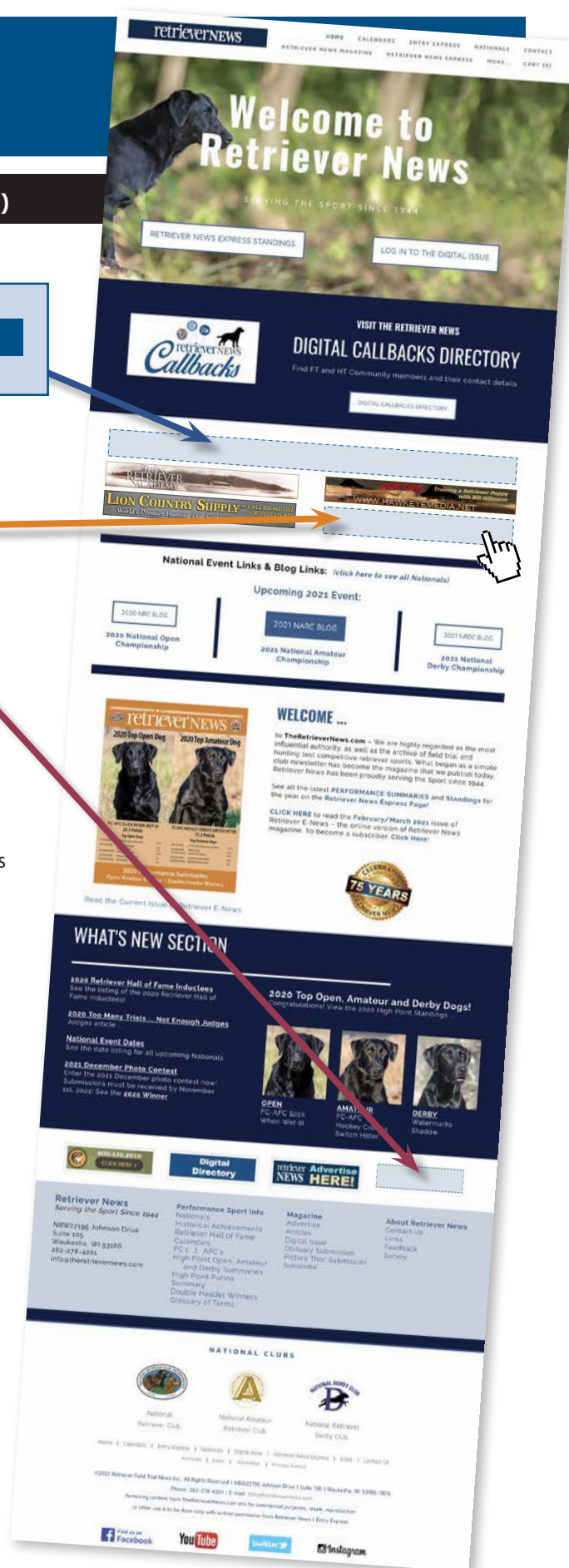
\$40/mo

- .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

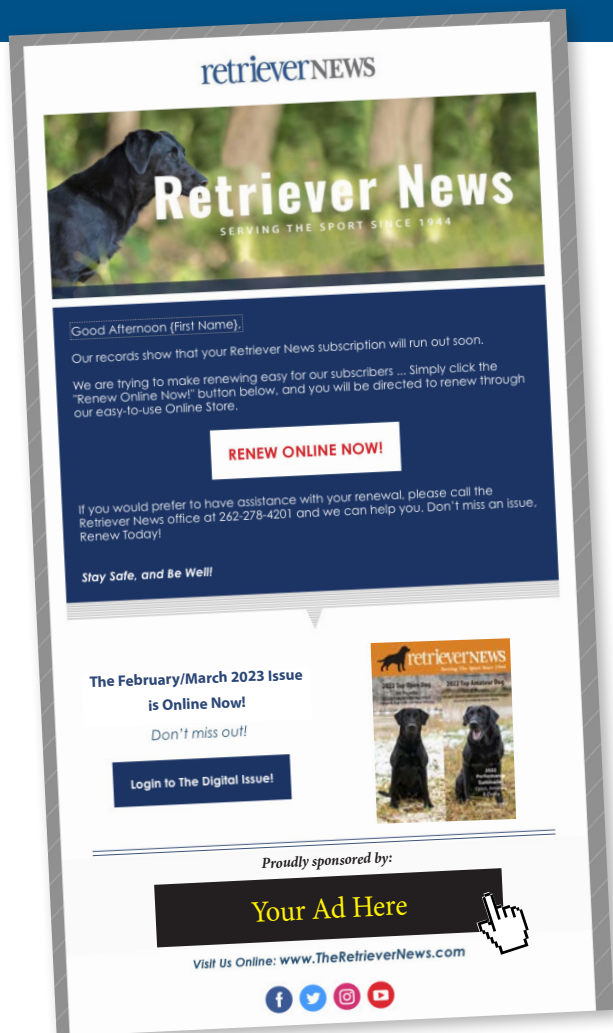
- Average Website Visits: 10,000+  
Page views: 30,000+ per month
- During a National Event Website Visits: 40,000+  
Page views: 110,000+ per month
- ✓ **National Event Blog Advertising (\$400 per event)**
  - National Open Championship Blog – Averages 450K+ page views
  - National Amateur Championship Blog – Averages 550K+ page views
  - National Derby Championship Blog – Averages 70K+ page views

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 30-50 annual emails. These are sent out a couple times per month or more, in the form of a monthly eNewsletter, National Event Information Newsletters, Qualifier Letters and Retriever News Subscription Renewal Reminders!

*Potentially 9000 individuals see these emails each month!*

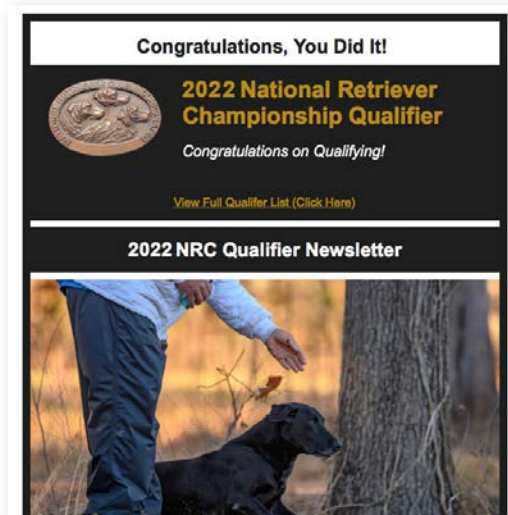
## RATES

**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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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

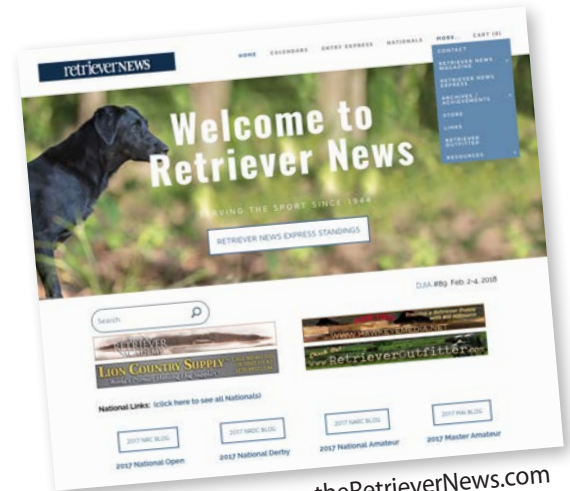
(\$400 per event – bundle price available)

- National Amateur Championship Blog Banner (June 2022) – 490,000+ pageviews <http://2023narc.blogspot.com/>
- National Derby Championship (October 2022) – 120,000+ pageviews <http://2023nrdc.blogspot.com/>
- National Open Championship Blog Banner (November 2022) – 400,000+ pageviews <http://2023nrc.blogspot.com/>

I look forward to working with you!

Sincerely,

Sara Sommerfeld  
Director of Advertising/Marketing



theRetrieverNews.com



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 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!*

