

DOG NEWS MAGAZINE

Oyster Bay Publications,
One Shore Avenue, Unit 63
Oyster Bay, NY 11771
516.922.1300

email: advertising@dognews.com

PREFERRED PAGES - 4/COLOR

Page 3 \$1500.00

Page 5 \$1400.00

Page 7 \$1350.00

First Spread (Pages 8 & 9) \$1950.00

Page 11 \$1250.00

Second Spread (Pages 12 & 13) \$1900.00

Page 15 \$1175.00

Third Spread (Pages 16 & 17) \$1850.00

Page 19 \$1100.00

Fourth Spread (Pages 20 & 21) \$1700.00

Page 23 \$1050.00

Fifth Spread (Pages 24 & 25) \$1650.00

Page 27 \$975.00

Sixth Spread (Pages 28 & 29) \$1600.00

Page 31 \$900.00

Seventh Spread (Pages 32 & 33) \$1500.00

Page 35 \$800.00

Eighth Spread (Pages 36 & 37) \$1400.00

Dog News Magazine Advertising Rates

AS OF JANUARY 1, 2023

COVERS - FOUR COLOR:

Front Cover: By Reservation

Cover 2: \$2000.00 By Reservation • (Inside Front Cover)

Cover 3: \$1400.00 By Reservation • (Inside Back Cover)

Cover 4: By Reservation

PAGE RATES:

Full Page (Four Color) : \$475.00

Full Page (Black & White): \$250.00

Half Page (Black & White) : \$200.00

Kennel Club Advertising: \$275.00

ADDITIONAL CHARGES

NOTE: No extra charge for additional DIGITAL photos submitted via email

Additional Color Photographs - \$100.00 each

Additional Black & White Photographs - \$25.00 each

B/W PAGE with Additional Color \$125.00

NO ADDITIONAL CHARGE FOR DESIGN AND PREVIEW SERVICE

PAGE SPECS:

Single Page non bleed: 8w x 11 h
(same as single page live area)

Single Page bleed: 9.5w x 12.5h

Single Page Trim: 9 x 12

Spread Non Bleed: 17w x 11h
(same as spread live area)

Spread Bleed: 18.5w x 12.5h

Bleed Trim: 18 x 12

Allow for an inch of "dead space" in the center/gutter of the spread (bleed and/or non-bleed spreads)

SAVE as flattened CMYK: PDF, TIF/JPEG/GLOSSY

ALL DIRECTORY & CLASSIFIED ADS MUST BE PREPAID

BREEDER'S DIRECTORY and HANDLER'S DIRECTORY: \$350.00

One-year insertion includes subscription plus listing in annual publication and on dnmagazine website

CLASSIFIED ADVERTISING:

2 Months - \$300.00 • 3 Months - \$400.00 • 6 Months - \$700.00

**DEADLINE FOR ALL ADS IS FRIDAY, 12 Noon, For The Following Friday's publication.
Dog News Is Mailed Every Friday.**

Commercial Rate Card Available Upon Request • Payments must accompany order, or the billed rate will apply. As a courtesy to our advertisers, we accept Visa, MasterCard, American Express & Discover. Please include card number, expiration date and security code.

Dog News Magazine is not responsible for the reproductive quality of camera ready ads and/or photos received via email. Any cancellations on **PREFERRED PAGE RESERVATIONS** received the week of publication will be **CHARGED FULL PRICE**. All advertisements are copyrighted and owned by **Dog News Magazine**, unless received camera-ready. Permission to reprint must be requested in writing.