

# DOG NEWS MAGAZINE

Oyster Bay Publications,  
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Oyster Bay, NY 11771  
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## 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**

### DOG NEWS PAGE SPECIFICATIONS:

#### SINGLE PAGE DOCUMENT SIZE:

8.75" wide x 11.25"

Page Trims at: 8.25" wide x 10.75"

Live Area: 7.25" wide x 9.75"

#### SPREAD DOCUMENT SIZE:

17" wide x 10.75"

Page Trims at: 16.5" wide x 10.75"

Live Area: 15.5" wide x 9.75"

PLEASE SUBMIT FILES AS FLATTENED, CMYK, 300 DPI: PDF, TIF, OR JPEG

### ALL DIRECTORY & CLASSIFIED ADS MUST BE PREPAID

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

One-year insertion includes subscription plus listing on  
the [dognews.com](http://dognews.com) 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.

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