

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, 2021

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) : \$450.00

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.