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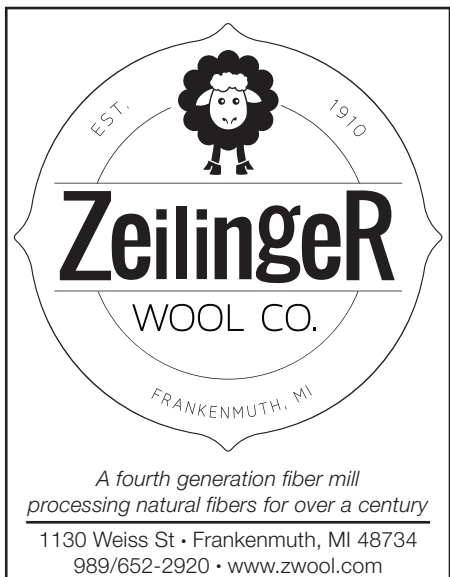


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BANNER ADVERTISING RATES & GUIDELINES

DISCOUNT:	BLACK & WHITE AD SIZE...COST	FULL COLOR AD SIZE.....COST
A 10% discount will be applied towards the cost of your ad if advertising payment is made before the magazine is mailed.	2 pages.....\$930.00	2 pages.....\$1650.00
	1 page.....\$495.00	1 page.....\$860.00
	3/4 page.....\$450.00	1/2 page.....\$475.00
	2/3 page.....\$425.00	1/3 page.....\$375.00
	1/2 page.....\$295.00	1/4 page.....\$325.00
SCAN CHARGES (PHOTOS): \$6.00	1/3 page.....\$210.00	SPOT COLOR CHARGES.....COST
	1/4 page.....\$185.00	1 page.....\$100.00
TERMS: Ads must be paid in full before the next magazine is printed.	1/6 page.....\$130.00	3/4 or 1/2 page.....\$75.00
	1/8 page.....\$110.00	Smaller size ads.....\$50.00
PUBLISHING SCHEDULE: Nine times annually with monthly issues published during the seasons of greatest breed activity.	Column Inch.....\$30.00	1-inch contract.....\$225.00
	Large Show Picture.....\$135.00	2-inch contract.....\$425.00
	Small Show Picture.....85.00	3-inch contract.....\$600.00
		Showcase Ads.....\$85.00