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**Lobdell** Tyler Lobdell  
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## The Banner Advertising Rates & Guidelines

**DISCOUNT:**  
 A 10% discount will be applied towards the cost of your ad if advertising payment is made before the magazine is mailed.

**TERMS:** Ads must be paid in full before the next magazine is printed.

**PUBLISHING SCHEDULE:** Nine times annually with monthly issues published during the seasons of greatest breed activity.

**SCAN CHARGES (PHOTOS):** \$6.00

<b>BLACK &amp; WHITE AD SIZE . . . . . COST</b>	<b>FULL COLOR AD SIZE . . . . . COST</b>
2 pages . . . . . \$930.00	2 pages . . . . . \$1650.00
1 page . . . . . \$495.00	1 page . . . . . \$860.00
3/4 page . . . . . \$450.00	3/4 page . . . . . \$725.00
2/3 page . . . . . \$425.00	2/3 page . . . . . \$650.00
1/2 page . . . . . \$295.00	1/2 page . . . . . \$475.00
1/3 page . . . . . \$210.00	1/3 page . . . . . \$375.00
1/4 page . . . . . \$185.00	<b>SPOT COLOR CHARGES . . . . . COST</b>
1/6 page . . . . . \$130.00	1 page . . . . . +\$100.00
1/8 page . . . . . \$110.00	3/4, 2/3, or 1/2 page . . . . . +\$75.00
Column Inch . . . . . \$30.00	Smaller Size ads . . . . . +\$50.00
Large Show picture . . . . . \$135.00	1-inch contract . . . . . \$225.00
Small Show . . . . . \$85.00	2-inch contract . . . . . \$425.00
	Showcase ads . . . . . \$85.00

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