



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

email: advertising@DNMagazine.us

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

DN Dog News Magazine Advertising Rates

As of January 1, 2017

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 disk or 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. DNMagazine 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.

DN 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 **DN Dog News Magazine**, unless received camera-ready. Permission to reprint must be requested in writing.