

# The Dog & Hound



## Advertising Rates

*Local Discounted Rates, 2016-2017*

Rate Card #5, effective January 2016

<b>Black &amp; White</b>	<b>One Time</b>	<b>Four Times</b>
Full Page	\$430	\$415
Half Page	\$305	\$290
Quarter Page	\$188	\$178
Eighth Page	\$105	\$98
Business Card	\$60	\$200/yr
Classified (40 words)	\$25	
Photo Classified	\$35	
<b>Color</b>		
Full Page	\$595	\$575
Half Page	\$410	\$398
Quarter Page	\$240	\$230
Eighth Page	\$150	\$140
<b>Special Positions</b>		
Front Cover	\$1,000	
Back Cover	\$695	\$670
Inside Front Cover	\$640	\$635
Inside Back Cover	\$625	\$615

## Terms

Payment must be made IN ADVANCE for all one-time display, directory and classified ads. We offer guaranteed placement (right hand page, opposite editorial, etc.) for 10% extra.

The multiple insertion rate is available only to those who have a signed ad contract and credit card number on file. Advertisers under contract must pay in advance for their first ad. They will be billed at deadline for all future ads.

Advertisers with accounts in good standing and those for whom we have a credit card number on file may pay for their ads within 7 days of publication. All others must pay at the time they submit their ad. All ads that are not paid by other means 10 days after we publish will be billed to the credit card on file. Under no circumstances shall we include any ads for which the previous issue's bill has not been paid. There are no exceptions. Contracts must be completed within 12 months. Although we will make every effort, we cannot guarantee inclusion of ads or changes to ads that arrive in our office after deadline. Please plan accordingly.

## Practical & Technical Specifications

Size	Width	Height
Full Page	9.5 inches	13 inches
1/2 Page horizontal	9.5"	6.375"
1/2 Page vertical	4.625"	13"
1/4 Page horizontal	9.5"	3.125"
1/4 Page vertical	4.625"	6.375"
1/8 Page horizontal	4.625"	3.125"
Business Card	4.625"	2.4"

### PREFERRED FORMATS

We prefer advertisements in electronic format, either submitted on disk or delivered via e-mail. (editor@thedogandhound.com) We prefer files in pdf and jpg formats. Please be sure that all files are a minimum of 300 dpi at the size they will print and that all fonts are embedded. Please be sure that you submit your color ads in CMYK mode. If you need help laying out your ad, please call us. (803-643-9960)

### DESIGN CONSIDERATIONS

*The Dog & Hound* is a tabloid newspaper with a page size of 11" X 15." It is printed on newsprint using stochastic screening. There are no full bleeds. If you have any design or technical questions, please call our art director at 803-643-9960.

### PAYMENT

Payment must be made in advance for all one-time display and classified ads. The multiple insertion rate is available only to advertisers in good standing who have a signed ad contract and credit card number on file in our office. Advertisers under contract must pay in advance for their first ad and will be billed for future ads. Advertisers with accounts in good standing and those for whom we have a credit card number on file may pay within 7 days of publication. All others must pay before inclusion in the issue. All ads that are not paid by other means 10 days after we publish will be billed to the credit card on file. All multi-insertion contracts must be completed within 12 months. Please make out checks to The Dog & Hound and mail them to The Dog and Hound, P.O. Box 332, Montmorenci, SC 29839. We accept Visa, Mastercard, Discover and American Express. Call us for credit card payments (803-643-9960) or pay your bill online: [www.thedogandhound.com](http://www.thedogandhound.com). Fax us at 888-395-9291

### PUBLICATION SCHEDULE, VOLUME 6-7

Issue Date	Deadline for ad copy	Publication Date
Fall 2016	September 16, 2016	October 4, 2016
Winter 2016-2017	November 18, 2016	December 2, 2016
Spring 2017	March 17, 2017	April 7, 2017
Summer 2017	May 19, 2017	June 2, 2017
Fall 2017	September 22, 2017	October 6, 2017
Winter 2017-2018	November 17, 2017	December 1, 2017

**Please give your ad a distinctive name.  
Please put the name of YOUR COMPANY on the file.**

The  
  
**Dog & Hound**  
 Advertising Contract

Advertiser: \_\_\_\_\_

Length of Contract:

Contact: \_\_\_\_\_

1 issue     4 issues (Credit authorization required)

Address: \_\_\_\_\_

Rate \_\_\_\_\_

\_\_\_\_\_

Ad Rep \_\_\_\_\_

Phone \_\_\_\_\_

Date \_\_\_\_\_

E-mail \_\_\_\_\_

**Issue Dates**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Please let us know as soon as possible if you would like to run different ads to fulfill a multiple insertion contract. Please be sure to submit any new copy or any changes to an existing ad by the deadline of the issue in which your ad will run.

**WE CANNOT GUARANTEE INCLUSION OF CHANGES THAT ARRIVE IN OUR OFFICE AFTER DEADLINE.**

**Size of Advertisement**

- Color
- Black & White
- Full Page
- 1/2 Page
- 1/4 Page
- 1/8 Page
- Business Card
- Back Cover,
- Inside Front Cover
- Other Special Position

**PAYMENT**

Payment is due in advance for all one-time advertisements. Those on a multiple insertion contract must pay for the first ad in advance & will be billed for future ads.

**PAST DUE ACCOUNTS WILL REVERT TO THE ONE-TIME RATE!**

Guaranteed placement is 10% extra.

Please make out checks to The Dog & Hound; P.O. Box 332, Montmorenci, SC 29839. For credit cards call 803-643-9960, Or pay on our website: [www.TheDogandHound.com](http://www.TheDogandHound.com).

I agree to place my advertisement in The Dog and Hound for the number of times specified above and to pay for my advertisement at the agreed-upon rate of \_\_\_\_\_ per issue. I understand that payment is due in full for all one-time and first-time ads, and that I will be billed for future ads when they run. I understand that if I have not paid my bill within 10 days of publication, my credit card on file will be charged. I understand that I must complete this ad contract within 12 months and that I will pay a short rate billing penalty if I terminate this agreement prior to the fulfillment of the contract. The short rate billing penalty will be \$25, plus the difference between the agreed frequency discount rate and the actual number of times the ad ran.

I represent that my advertisement is factually correct and that I have full rights to use the material provided to The Dog and Hound. I further agree to hold the Publisher harmless for any misrepresentation, misunderstanding or harm arising from my ad.

Please charge my card automatically for each issue  I will send a payment for each issue

Name on Card \_\_\_\_\_ Credit Card # \_\_\_\_\_ Expiration: \_\_\_\_\_

Security code \_\_\_\_\_ Billing Zip \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

The Dog & Hound P.O. Box 332, Montmorenci, SC 29839  
[www.TheDogandHound.com](http://www.TheDogandHound.com); [Editor@TheDogandHound.com](mailto:Editor@TheDogandHound.com)

Voice: 803.643.9960 Fax: 888-395-9291

## **The Dog and Hound Distribution 2016-2017**

*The Dog and Hound* is distributed along with *The Aiken Horse*, a free newspaper that can be found at tack stores, feed stores and businesses throughout the Aiken-Augusta area. It is delivered to local hotels every Thursday, many of which put it in all their rooms. The Greater Aiken Chamber of Commerce and the Aiken Visitors Center give the paper to tourists. Numerous local realtors include it in their mailings to prospective customers. Large businesses with offices in the area include it as part of the information packet that they send to employees who are relocating to Aiken. In addition to distribution with *The Aiken Horse*, *The Dog & Hound* also has 4,000 stand-alone copies distributed at places where dog people congregate.

*The Aiken Horse* and the *Dog and Hound* are included in the State of South Carolina's tourism program. This means that they are available at nine roadside South Carolina Welcome Centers. Issues are also distributed in tack and feed stores in the equestrian areas of many additional states. We also have subscribers around the country. Some states where we distribute include:

Alabama	Maine	North Carolina
California	Maryland	Ohio
Colorado	Massachusetts	Pennsylvania
Connecticut	Michigan	Rhode Island
Delaware	Minnesota	South Carolina
District of Columbia	Missouri	Tennessee
Florida	Montana	Texas
Georgia	Nevada	Vermont
Idaho	New Hampshire	Virginia
Illinois	New Jersey	Washington
Iowa	New Mexico	West Virginia
Kentucky	New York	Wisconsin

### **WEBSITE**

*The Dog and Hound* maintains a website, [www.TheDogandHound.com](http://www.TheDogandHound.com). Each issue is completely digitized and posted on our site. It is also available as the fourth section of *The Aiken Horse*, which has a growing worldwide audience with thousands of visitors from over three dozen countries. Live links to advertisers' websites are available.

### **DEMOGRAPHICS**

*The Dog and Hound* hits a diverse market. It is a lifestyle magazine for people who are interested in dogs. Ten thousand copies are distributed with *The Aiken Horse Magazine* and target horse people, an affluent group with significant discretionary income. The remainder go to people who love and care about dogs: people involved in show and obedience clubs, breed fanciers, rescuers and well-educated, caring dog owners.

We are printing and distributing 14,000 copies of each issue. There are 10,000 included in *The Aiken Horse* and 4,000 stand-alone copies which are distributed to veterinary offices, specialty stores and places where dog lovers congregate in Aiken, Augusta and surrounding areas. Readership is estimated at over 35,000 per issue.