

# DESERT DOG NEWS

www.desertdognews.com

## 2008 RATE CARD

Dimensions:	# of issues	open	3 - 5	6	Dimensions:	# of issues	open	3 - 5	6
<input type="checkbox"/> Full page 10" W x 15 3/8" H	Color:	\$960	\$840	\$720	<input type="checkbox"/> 3/16 page 4 7/8" W x 5 1/2" H	Color:	\$210	\$180	\$150
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		B&W:	\$175	\$150	\$125
<input type="checkbox"/> 2/3 page 10" W x 10" H --or-- 7 1/2" W x 12" H	Color:	\$720	\$630	\$540	<input type="checkbox"/> 1/8 page 4 7/8" W x 3 1/2" H	Color:	\$150	\$126	\$102
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		B&W:	\$125	\$105	\$85
<input type="checkbox"/> Half page 10" W x 7 1/4" H	Color:	\$480	\$420	\$360	<input type="checkbox"/> 1/12 page 2 3/8" W x 4 1/2" H	Color:	\$120	\$102	\$84
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		B&W:	\$100	\$85	\$70
<input type="checkbox"/> 1/3 page 10" W x 4 7/8" H --or-- 3 1/8" W x 14 3/4" H	Color:	\$390	\$342	\$288	<input type="checkbox"/> 1/16 page 4 7/8" W x 1 7/8" H	Color:	\$85	\$75	\$65
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		B&W:	\$75	\$65	\$55
<input type="checkbox"/> Quarter page 4 7/8" W x 7 1/4" H --or-- 10" W x 3 1/2" H --or-- 7 1/2" W x 4 1/2" H	Color:	\$300	\$258	\$216	<input type="checkbox"/> Bulletin Board 3 1/2" W x 2" H --or-- 2" W x 3 1/2" H (business card size)	Color:	\$78	\$60	\$42
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Sponsored Content</b> 500 word article about your business, product or service includes at least one photo  <input type="checkbox"/> Black & White: \$500  <input type="checkbox"/> Color: \$750 (Available once per year only)					<input type="checkbox"/> Website Ad (3 months) Includes an ad on the front page and on one additional page: \$250  <input type="checkbox"/> E-Newsletter Sponsor: \$100  <input type="checkbox"/> Insert Preprinted and delivered to the printer: \$500				

### \*\* Special Placement:

If you would like your ad to appear on a specific page or location, please add 20%

## SCHEDULE

Issue	Reserve Space	Ad Materials Due
January/February	December 1	December 15
March/April	February 1	February 15
May/June	April 1	April 15
July/August	June 1	June 15
September/October	August 1	August 15
November/December	October 1	October 15

## TERMS & CONDITIONS

### FREQUENCY

**Rates listed are on a per-issue basis.** The per-issue rate is based on the number of ads you commit to running in a one-year period. The more ads you commit to running, the greater your discount (i.e. the lower your rate). Frequencies are based on a one-year period and are only valid for the length of the contract.

**Client agrees to meet frequency requirements.** If minimum insertion frequency agreed to in this contract is not met, you will be charged the difference between actual frequency rate and the rate paid.

Our design service is offered at no additional charge if you commit to four to six consecutive issues. Logos and other artwork (photos, graphics, etc.) must be supplied by you, the advertiser. **If frequency commitments are not met, you will be billed for the design of your ad (\$65/hour).**

### PAYMENT TERMS

Invoices will be mailed or emailed (according to your preference) upon publication and will be due upon receipt. . We accept checks and credit cards are accepted via PayPal only (no account necessary).

### AD CANCELLATIONS

Cancellations must be received before the reserve space deadline or the same ad will continue to run. Advertiser will be responsible for any balance due to changes in frequency.

### PLEASE:

All accounts must be current before the following issue runs.

We do not accept advertising that promotes the sale of cats and dogs (except from rescue and shelter organizations).

The publisher reserves the right to reject any advertisement for any reason.

Please note that, you, the advertiser, have final responsibility for error detection.

The advertiser agrees to indemnify and hold the publisher harmless from any and all claims of loss, personal injury, or property damage by the advertiser or third parties related to the content of the ad or use of the advertiser's products or services.

The publisher is not responsible for misinformation, typographical errors or omissions.

**QUESTIONS?** Contact Gretel Hakanson, gretel@desertdognews.com, 520-903-4886