

## Spaniel Journal Advertising Rates

effective 2/24/2015

| Ad Size & Location                     | 2 months                  | 1 year                   |
|----------------------------------------|---------------------------|--------------------------|
| main page small = 180x100 pixels       | \$40.00                   | \$150.00                 |
| main page medium = 180x200 pixels      | \$60.00                   | \$250.00                 |
| main page large= 180x300 pixels        | \$100.00                  | \$400.00                 |
| commercial marketplace listing         |                           | \$100.00                 |
| main page + marketplace combo          |                           | \$50.00 savings discount |
| classified ad (litter or dog for sale) | \$35.00/2 mo or \$50/4 mo |                          |
| article sponsor small = 180x100 px     |                           | \$75.00 no time limit    |
| article sponsor medium = 180x200 px    |                           | \$125.00 no time limit   |
| article sponsor large = 180x300 px     |                           | \$250.00 no time limit   |
| event promotion 5 spots, main + 4 pgs  | \$75.00/ 2 mo; \$100/4 mo |                          |
| memorial in honor of person or dog     |                           | \$30.00 no time limit    |
| SJ Sponsorship                         |                           | any amount               |

### BONUS

- All display ads include complimentary design service.
- All 1 year main page display ads include complimentary exposure on the “archives”, “resources” and “bookshelf” pages (for 1 year)

### NOTES

- Memorial sponsorships on corresponding article page, are small in size (180x100 pixels) and will remain on the page indefinitely. For other memorials of a person or dog, see SJ SPONSORSHIP below.
- Writers receive promotion of their spaniel-related business, including links and contact details, in a Writer's Bio following their article, which remains in place indefinitely.
- Litter and dog classified advertisements are limited to one litter or dog per ad. Format must include the following details: breed; litter sire & dam + their parents' registered names with titles, if any; dog's + sire & dam's registered names w/titles, if any (dog for sale ads); health clearances of dog and/or litter parents; (OFA numbers, CERF rating, etc...); location; price; a maximum of 20 additional words description; website link if applicable/desired; kennel/breeder's name & contact details. Only ads for spaniels with field bred lineages will be accepted.
- Commercial Marketplace listings include small graphic for the following categories: Kennels; Trainers; Product Suppliers/Manufacturers (i.e. dog food, training/hunting/pet supplies, etc...); Workshops; Business Services; Hunting Opportunities; Books/DVDs; Gifts; Spaniel Art. If your category doesn't fit one of these parameters, email me.
- If prices increase, current ads will not remain the same during original duration.
- All advertising runs on a calendar month basis.
- A "SJ SPONSORSHIP" donor can be an individual, family, club, or corporate sponsor. Donations can also be made in memory of a person or dog. The donor receives a "thank you" mention on the main page and text inclusion on a "donors list" on the "resources" page for a calendar year. Donations may be one time or on an annual basis. Donor categories include: FLUSHERS (up to \$249); FETCHERS (\$250-\$499); FINISHED DOG (\$500+)

To advertise, contact Loretta at [autumnskye@wildblue.net](mailto:autumnskye@wildblue.net) or phone 715.539.0863

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