

Advertise more, save more with our multi-run and package deals!*

ALL MULTI-RUN PACKAGES AVAILABLE WITH MONTHLY PAYMENT PLANS

AD SIZE	REG PRICE
TDJ Magazine Industry and Elite Dog Breeder Ads (Subject to approval)	
Canine Solutions (designed by The Dog Journal)	\$310.00
1/2 page horizontal (7.625" w x 4.875" h)	\$620.00
Full page (8.125" w x 10.75" h + bleed)	\$1085.00
Back cover, Inside Back cover, Inside Front cover (8.125" w x 10.75" h + bleed)	\$1285.00
TDJ Buyers Guide Ads - Industry, Breeder and Stud (Subject to approval)	
Full Page (5.375" w x 8.375" h + bleed)	\$525.00
Back cover, Inside Back cover, Inside Front cover (5.375" w x 8.375" h + bleed)	\$885.00
Front cover (5.375" w x 8.375" h + bleed)	\$995.00

DECEMBER/JANUARY 2022/2023	Ad Submission Deadline: FRIDAY, NOVEMBER 4th	Date the paper will be mailed: MONDAY, NOVEMBER 28th
FEBRUARY/MARCH 2023	Ad Submission Deadline: THURSDAY, JANUARY 5th	Date the paper will be mailed: MONDAY, JANUARY 30th
APRIL/MAY 2023	Ad Submission Deadline: FRIDAY, MARCH 3rd	Date the paper will be mailed: MONDAY, MARCH 27th
JUNE/JULY 2023	Ad Submission Deadline: FRIDAY, MAY 5th	Date the paper will be mailed: TUESDAY, MAY 30th
AUGUST/SEPTEMBER 2023	Ad Submission Deadline: FRIDAY, JULY 7th	Date the paper will be mailed: MONDAY, JULY 31st
OCTOBER/NOVEMBER 2023	Ad Submission Deadline: FRIDAY, SEPTEMBER 8th	Date the paper will be mailed: MONDAY, OCTOBER 2nd
DECEMBER/JANUARY 2023/2024	Ad Submission Deadline: FRIDAY, NOVEMBER 3rd	Date the paper will be mailed: MONDAY, NOVEMBER 27th

Estimated in home delivery, 14 business days from mail date.

The Dog Journal, PO Box 3, Charm, OH 44617 • 800-208-4186 • steven@thedogjournal.net

MAGAZINE PACKAGE DEALS

Package #

1

Premium Package: (Limited Availability)

- 6 Full Page Cover Ads: These alternate (2 of each) between Inside Front Cover, Back Cover, and Inside Back Cover in each issue of TDJ for one year. Print ready PDFs are needed.
- 3 Canine Solutions Spots: These spots outline a problem, and use your product as the solution. Designed by TDJ. Problem, 90 word or less Solution, and a high-res image of your product on a white background are needed.
- Editor's Pick Spot: Send us a free sample of your product, and if we like it, we'll write about it in the Editor's Pick section. High-res photos of your product are needed.
- 4 Different Ads on our Website all year: 2 designed digital ads 400 x 600 pixels and 2 designed digital 300 x 300 pixels are needed.
- 6 Ads in our Weekly Eblasts: 6 designed digital ads 400 x 600 pixels are needed.
- 2 Busy Beaver Extreme Spotlight Ads: These ads go to over 77,000 homes, where you offer a free TDJ subscription with the purchase of one of your products. We pay for the ad; you pay us \$30.00 for each TDJ subscription you give away. 4 ½ inch by 6 inch designed ad about your product and company contact info and logo is needed.

\$780.00 a month

2

Elite Package:

- 6 Full Page Ads: 1 in each issue of TDJ for one year. Print Ready PDFs are needed.
- 3 Canine Solutions Spots: These spots outline a problem, and use your product as the solution. Designed by TDJ. Problem, 90 word or less Solution, and a high-res image of your product on a white background are needed.
- 3 Different Ads on our Website all year: 2 designed digital ads 400 x 600 pixels and 1 designed digital 300 x 300 pixels are needed.

\$600.00 a month

3

Economy Package:

- 6 Half Page Ads: 1 in each issue of TDJ for one year. Print Ready PDFs are needed.
- 2 Canine Solutions Spots: These spots outline a problem, and use your product as the solution. Designed by TDJ. Problem, 90 word or less Solution, and a high-res image of your product on a white background are needed.
- 2 Different Ads on our Website all year: 1 designed digital ad 400 x 600 pixels and 1 designed digital 300 x 300 pixels are needed.

\$360.00 a month

4

Elite Breeder Premium Package:

- 6 Full Page Elite Breeder Ads: 1 in each issue of TDJ for one year. Print Ready PDFs are needed.
- 1 Elite Breeder Ad on our Website all year: High-res images and information are needed.
- 2 Stud Ads on our Website all year: High-res images and information are needed.

\$580.00 a month

BUYER'S GUIDE PACKAGE DEALS

Package #

5

Premium Buyer's Guide Package: (Limited Availability)

- 6 Full Page Cover Ads: These alternate (2 of each) between Inside Front Cover, Back Cover, and Inside Back Cover in each issue of TDJ Buyers Guide for one year. Print ready PDFs are needed.
- 6 2 Page Ad Spreads: 1 in each issue of TDJ Buyers Guide for one year. Print Ready PDFs are needed.
- 1 Elite Breeder Ad on our Website all year: High-res images and information are needed.
- 6 Stud Ads on our Website all year: High-res images and information are needed.

\$1260.00 a month

6

Elite Buyer's Guide Package:

- 6 2 Page Ad Spreads: 1 in each issue of TDJ Buyers Guide for one year. Print Ready PDFs are needed.
- 1 Elite Breeder Ad on our Website all year: High-res images and information are needed.
- 2 Stud Ads on our Website all year: High-res images and information are needed.

\$495.00

7

Economy Buyer's Guide Package:

- 6 Full Page Ads: 1 in each issue of TDJ Buyers Guide for one year. Print Ready PDFs are needed.
- 1 Elite Breeder Ad on our Website all year: High-res images and information are needed.
- 2 Stud Ads on our Website all year: High-res images and information are needed.

\$260.00

SUBMITTING YOUR AD

Industry ads are accepted in print ready format. No editing or design services are offered through The Dog Journal™

Canine Solutions ads will be designed by The Dog Journal – email to: steven@thedogjournal.net

Elite Breeders need to be preapproved. Half or Full Page. Ads will be designed by The Dog Journal – email to: steven@thedogjournal.net

Elite Breeder Ratings Check List prior to submitting ad content

- You are inspected or willing to be inspected, and are in compliance with the state and or USDA (where applicable)
- You offer a health guarantee of at least one year
- You do genetic health testing
- You have your own website or webpage
- You utilize hip, heart, and eye health testing

EMAILING:

Email is the best method to have your ads sent in. This will ensure your ad is printed in the best quality. If you are emailing or having the ad emailed, please send it to:

steven@thedogjournal.net

Please make sure you call ahead to let us know that your ad will be coming by email and so we can arrange payment.

FAXING:

We do not recommend faxing your ad for The Dog Journal.™ This paper is printed in full color and your fax will only come as black and white. This also will not be a good quality.

You are welcome to fax over your Display ad form to reserve your ad space.

Fax number: 877-282-7455

MAILING:

If you wish to mail your ads in, please send them to

**The Dog Journal
PO Box 3
Charm, OH 44617**

If possible, please mail your ad flat as we will scan your ad and any folds or creases will show up in the final print.

PAYING FOR YOUR AD

All ads must be paid prior to running unless other arrangements have been made. We accept cash, checks and credit cards.

THE DOG JOURNAL DISPLAY AD ORDER FORM

THE DOG JOURNAL™ _____ EDITION

Ad Title or Subject Name: (REQUIRED) _____

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

• **Ad Size:** Canine Solutions 1/2 Horizontal 1/2 Vertical Full Back Cover Inside Back Cover Inside Front Cover

• **Package Number:** 1 2 3 4 5 6 7

• **Section:** Elite Dog Breeder Industry Ad Buyers Guide

• **Do we have your ad on file?** No Yes: Date last ran: _____ How many times to run: _____

• **How will your ad be sent to us?** Mail Email

If you need your ad designed, please call Jeff at 800-672-5790. There is a fee for this service.

PLEASE MAIL FORM WITH PAYMENT TO:

The Dog Journal

PO Box 3, Charm, Ohio 44617

PHONE: 800-208-4186 • FAX: 877-282-7455

EMAIL: sales@thedogjournal.net

PAYMENT INFO: INVOICE# (office use only): _____

Check# _____ AMT: _____

Type of card: American Express Visa MasterCard Discover

Credit Card#: _____

Name (as it appears on the card): _____

EXP. DATE: _____ CVC CODE (on back): _____

Phone #: _____ (required for credit card use)