

# BREEDERS *Digest*

Official publication of the Berkshire, Chester White, Poland China and Spotted Swine Associations

## 2015 Advertising Contract

Completed and signed form must be on file at the *Breeders Digest* office in order to receive contract rates. Form must be completed each year.

Size	Column Inches	Non-Contract Rate	Contract #1 25%	Contract #2 20%	Contract #3 15%	Contract #4 10%
1/4	7.5	\$77	\$58	\$62	\$65	\$69
1/3	10	100	75	80	85	90
1/2	15	132	99	106	112	119
2/3	20	176	132	141	150	158
3/4	22.5	198	148	158	168	178
1	30	248	186	198	211	223

### CONTRACT DESCRIPTIONS: Please circle the contract number you prefer.

#1 Save 25% on basic rate • Advertise all 7 issues

*Prepayment required prior to 1st ad ran.*

#2 Save 20% on basic rate • Advertise all 7 issues

*Billed monthly.*

#3 Save 15% on basic rate • Advertise at least 3 issues

*Prepayment required prior to 1st ad ran.*

#4 Save 10% on basic rate • Advertise at least 3 issues

*Billed monthly.*

• It is my understanding that I am to furnish ad copy for my scheduled ads before the ad copy deadline.

• In the event that I do not, I hereby authorize the staff of the *Breeders Digest* to prepare an ad for me from the information available.

• I understand that the ABA, CWSRA, PCRA, and/or the NSSR will not be responsible for any errors in any ad that is received by phone.

• Discounts apply to advertising space only.

• The staff has the right to edit ad copy.

### ADDITIONAL CHARGES:

Photographs - \$6/photo • Special Artwork - \$6 • 1 Additional Color - \$30/page • 4-Color - \$285/page

ISSUE	EMPHASIS	DEADLINE	MAIL DATE
March	<b>Spring Show Pig Issue</b> , WPX Entry Blank	Jan. 22	Feb. 20
April - May	SWTC Results, STC Entry Blank	March 2	March 31
June - July	<b>Berkshire &amp; CPS Herd Sire Issues</b> , Member Features, NBS® Entry Blanks, Berkshire Herd Sire Directory	May 1	May 29
Aug. - Sept.	<b>Youth Issue</b> , WPX and STC Results	June 29	July 31
October	<b>Fall Show Pig Issue</b> , State Fair Results, Fall Classic Entry Blanks	Aug. 24	Sept. 18
Nov. - Dec.	NBS® Results	Oct. 1	Oct. 28
Jan. - Feb. 2016	Fall Classic Results, SWTC Entry Blanks	Nov. 25	Dec. 30

**CONTRACT ISSUES:** You may use variable sizes of ads within a year's contract. For any issue, you can change the ad size to larger than contracted (receive contract rate), but may not change to smaller than originally contracted.

**AD  
YEAR**

**AD  
SIZE**

**ISSUE**

**ADVERTISER CONTACT INFORMATION:**

\_\_\_\_\_

\_\_\_\_\_

March

Name \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

April-May

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

June-July

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Aug.-Sept.

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

October

E-Mail \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Nov. - Dec.

Signature \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Jan. - Feb. 2016

Breeder File No. \_\_\_\_\_ Herd Mark \_\_\_\_\_

Breed(s) \_\_\_\_\_

Amount Enclosed \_\_\_\_\_ Date \_\_\_\_\_