

# BREEDERS DIGEST



... at **NO additional cost**, that's right, **NO additional cost**, to our advertisers!!!  
 Run ANY size ad and the ad will be in full color (including photos) at **NO additional cost!!!!!!!**

## 2019 Advertising Contract

~ Effective with the March 2019 Issue ~

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

Size	Column Inches	Non-Contract Rate	Contract #1 25%	Contract #2 20%	Contract #3 15%	Contract #4 10%
1/4	7.5	\$95	\$71	\$76	\$81	\$86
1/3	10	120	90	96	102	110
1/2	15	160	120	130	136	145
2/3	20	215	162	172	183	194
1	30	300	225	240	255	270

### 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, NHHA, 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 - \$10/photo • Special Artwork - \$10 • **All Color - NO CHARGE -- NEW starting with March 2019 issue**

ISSUE	EMPHASIS	DEADLINE	MAIL DATE
March	<b>Spring Show Pig Issue</b> , WPX Entry Blank	Jan. 23	Feb. 26
April - May	SWTC Results, STC Entry Blank	March 5	March 29
June - July	<b>Berkshire &amp; CPS Herd Sire Issues</b> , Member Features, NBS® Entry Blank, Berkshire Herd Sire Directory	April 26	May 31
Aug. - Sept.	<b>Youth Issue</b> , WPX and STC Results, Fall Classic Entry Blank	July 2	August 2
Oct. - Nov.	<b>Fall Show Pig Issue</b> , State Fair Results, NBS® Results	Sept. 13	Oct. 7
December	Fall Classic Results, SWTC Entry Blank	Oct. 29	Nov. 22
Jan. - Feb. 2020	<b>Brood Sow Issue</b>	Nov. 25	Dec. 23

**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 (    ) _____
_____	_____	Oct. - Nov.	E-Mail _____
_____	_____	Dec.	Signature _____
_____	_____	Jan. - Feb. 2020	Breeder File No. _____ Herd Mark _____
			Breed(s) _____
			Amount Enclosed _____ Date _____