

# BREEDERS DIGEST

## 2021-2022 Advertising Contract

~ Effective with the June 2021 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 submitted.*
- #2 Save 20% on basic rate • Advertise all 7 issues  
*Billed per issue.*
- #3 Save 15% on basic rate • Advertise at least 3 issues  
*Prepayment required prior to 1st ad submitted.*
- #4 Save 10% on basic rate • Advertise at least 3 issues  
*Billed per issue.*

**Guidelines for Contract Advertisers**

- 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 pick up my previous ad.
- 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**

ISSUE	EMPHASIS	DEADLINE	MAIL DATE
June 2021	<b>Berkshire &amp; CPS Herd Sire Issues</b> , Member Features, NBS <sup>+</sup> Details, Berkshire Herd Sire Listings	April 15	May 24
July 2021	The Recovery Results	June 1	June 28
August - September 2021	<b>Fall Show Pig Issue</b> , STC Results, Fall Classic Details	June 29	August 6
October - November 2021	State Fairs and National Barrow Show <sup>®</sup> Results	Sept. 20	Oct. 18
December 2021 - January 2022	<b>Brood Sow Issue</b> , Fall Classic Results, SWTC Details	Oct. 26	Nov. 30
February - March 2022	<b>Spring Show Pig Issue</b>	Jan. 3	Jan. 31
April - May 2022	<b>Youth Issue</b> , SWTC Results, Summer Shows Details	March 8	March 31

**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.

<p><b>AD YEAR</b></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>AD SIZE</b></p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p><b>ISSUE</b></p> <p>June 2021</p> <p>July 2021</p> <p>Aug. - Sept. 2021</p> <p>Oct. - Nov. 2021</p> <p>Dec. 2021 - Jan. 2022</p> <p>Feb. - March 2022</p> <p>April - May 2022</p>	<p><b>ADVERTISER CONTACT INFORMATION:</b></p> <p>Name _____</p> <p>Address _____</p> <p>City _____ State _____ Zip _____</p> <p>Phone (    ) _____ Fax (    ) _____</p> <p>E-Mail _____</p> <p>Signature _____</p> <p>Breeder File No. _____ Herd Mark _____</p> <p>Breed(s) _____</p> <p>Amount Enclosed _____ Date _____</p>
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