

# BREEDERS DIGEST

## 2023 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 for each contract year.

| Size | Column Inches | Non-Contract Rate | Contract #1 20% | Contract #2 15% | Contract #3 10% | Contract #4 5% |
|------|---------------|-------------------|-----------------|-----------------|-----------------|----------------|
| 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 20% on basic rate • Advertise in all 4 issues

*Prepayment required prior to 1st ad submitted.*

#2 Save 15% on basic rate • Advertise in all 4 issues

*Billed per issue.*

#3 Save 10% on basic rate • Advertise in at least 2 issues

*Prepayment required prior to 1st ad submitted.*

#4 Save 5% on basic rate • Advertise in at least 2 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 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   |
|---------------------------|--|--------------|-------------|
| January-February-March    | Poland Focus • <b>Spring Show Pig Issue</b> • Fall Classic Results | January 5    | February 16 |
| April-May-June            | Chester Focus • SWTC Results                                       | March 10     | May 1       |
| July-August-September     | Spotted Focus • <b>Fall Show Pig Issue</b> • STC Results           | July 5       | August 18   |
| October-November-December | Hereford Focus • State Fairs and National Barrow Show® Results     | September 18 | October 16  |

**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           |
|---------|---------|-----------------|
| _____   | _____   | Jan.-Feb.-March |
| _____   | _____   | April-May-June  |
| _____   | _____   | July-Aug.-Sept. |
| _____   | _____   | Oct.-Nov.-Dec.  |

**ADVERTISER CONTACT INFORMATION:**

Name \_\_\_\_\_

Address \_\_\_\_\_

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

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

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

Signature \_\_\_\_\_

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

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

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