

# Racing Pigeon Digest Advertising Rates

(Effective for the June 2014 Issue)

*Deadline 30 days prior to issue date except for Breeders Editions*

## **For Copy Ready Ads**

	<b>Regular Issue</b>	<b>Breeders' Edition</b>
<b>Cover</b>	Color \$650	Color \$950
<b>Back Cover</b>	Color \$625	Color \$800
<b>Inside Cover</b>	Color \$500 B & W \$300	Color \$650
<b>Full page</b>	<b>Color \$420</b> B & W \$280	<b>Color \$570</b> B & W \$420
<b>Half Page</b>	<b>Color \$265</b> B & W \$185	<b>Color \$365</b> B & W \$290
<b>Third Page</b>	<b>Color \$215</b> B & W \$150	<b>Color \$335</b> B & W \$265
<b>Quarter Page</b>	<b>Color \$155</b> B & W \$115	<b>Color \$270</b> B & W \$210

## **For Ads Requiring Setup the Additional Charges are as follows:**

Full page color ad	\$115.00
Full page BW ad	\$ 95.00
Half page color ad	\$ 75.00
Half page BW ad	\$ 65.00
Quarter page color ad	\$ 55.00
Quarter page BW ad	\$ 50.00
Minor Changes to existing ad	\$25.00

### **Color Advertising Discounts:**

- 10% for 6 insertions during one calendar year
- 20% for 12 insertions during one calendar year

### **Black & White Advertising Discounts:**

- 10% for 3 insertions during one calendar year
- 20% for 6 insertions during one calendar year
- 25% for 12 insertions during one calendar year
- 30% for 20 insertions during one calendar year

## **Ad Sizes**

Cover size – 8.5 x 11

Full page with bleed - 8.75x11.25

The layout needs to ensure none of the text will be cut off during the print process. Allow a quarter of an inch on each edge.

Back Cover back is designed with bleed at 8.75x11.25 making allowance for the mailing label on the right bottom side. Leave a space 5 inches in width by 3.25 inches in height in that area for the label.

Inside two pages -- They can make one big file. It can measure 17.25"x11.25". We will chop off .125" all the way around it for the bleed so nothing important should go within .25" of the border just to be safe.

Full page - no bleed - 7.5x10

Half page horizontal - 7.5x5

Half page vertical - 3.65x10

Quarter page block - 3.65x5

Quarter page banner - 7.5x2.5

Banner size is 7.5 x 2.5

## **Preferred Format for Copy Ready Ads**

Ads are preferred in a PDF file, secondly JPEG

## **Classified Rates**

1-5 insertions      \$.45 a word

6-10 insertions      .40 a word

11-20 insertions      .30 a word