

Racing Pigeon Digest Advertising Rates

(Effective for the September 2021 Issue)

Deadline 30 days prior to issue date except for Breeders Editions

For Copy Ready Ads

	Regular Issue	Breeders' Edition
Cover	Color \$650	Color \$950
Back Cover	Color \$550	Color \$800
Inside Cover	Color \$510 B & W \$300	Color \$650 Color \$650
Full page	Color \$420 B & W \$280	Color \$570 B & W \$425
Half Page	Color \$265 B & W \$185	Color \$365 B & W \$290
Third Page	Color \$215 B & W \$150	Color \$335 B & W \$265
Quarter Page	Color \$155 B & W \$115	Color \$270 B & W \$210
Eight Page	Color \$85 B & W \$65	Color \$145 B & W \$115

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 18 insertions during one calendar year

AD SIZES

Cover size – 7” wide x 9” tall

Full page with bleed - 8.75x11.25 (whoever lays the ad out needs to make sure none of the text will be cut off during the print process. You need to allow a quarter of an inch on each edge for that.)

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

PERFERRED 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

11-18insertions .30 a word