

Advertising Rates for 2011

DISPLAY ADS

Black & White Advertising

Full page -----	\$200.00 per issue
Yearly contract-----	\$170.00 per issue
Half page-----	\$115.00 per issue
Yearly contract-----	\$ 97.75 per issue
Quarter page-----	\$ 75.00 per issue

Full Color Advertising

Full page -----	\$385.00 per issue
Yearly contract-----	\$327.25 per issue
Half page-----	\$260.00 per issue
Yearly contract-----	\$221.00 per issue

We offer a 15% discount for full and half page yearly contracts.

Business Card ads ----- \$100.00 per year

Breeders Listings \$ 50.00 per year (includes name, address, phone, email & web addresses, plus 10 additional words)
Extra wording will be charged 50¢ per word

Classified ads – 45¢ per word (\$10. minimum)

Please note: Photos, CDs and disks will not be returned unless specifically requested with a SASE included—however, everything will be kept on file for future use or safe keeping.

NOTE: Asset reserves the right to change fonts if necessary in an effort to be sure the publication is printed and delivered on time. Some of the fonts (standard and display type) conflict with our printer's imposition software and process even when they pass all pre-flight and preliminary checks in native applications. There is no guarantee that we can use fonts that are supplied by advertisers, but be assured we will try our best to get them to work.

New Guidelines for Submitting Ads

Please pay particular attention to the updated guidelines on how to submit your ads for ASSET as required by our printer. **Request Guidelines**

from Central Office

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