



Police K9[®]
magazine



REACH
MORE THAN
23,000
K-9 HANDLERS
AND TRAINERS

2021 PRODUCTION SCHEDULE

ISSUE

AD COPY DUE

January/February 2021

December 15th, 2020

March/April 2021

February 15th, 2021

May/June 2021

April 15th, 2021

July/August 2021

June 16th, 2021

September/October 2021

August 15th, 2021

November/December 2021

October 15th, 2021

**Don't abandon one of your
best business tools.**

*We can help you create an appropriate, affordable
and effective advertising strategy. Get in touch:*

owner / executive editor

Jason Ferren ■ jason@policek9magazine.com
(270) 534-0500

Police K-9 Magazine
7660 Old US Highway 45
Boaz, Kentucky 42027



DESIGN

Police K-9 Magazine will assist with the design of the ads at a charge of \$50/hour, minimum \$50. Most ads take 1-2 hours for completion.

ARTWORK SPECIFICATIONS

ACCEPTABLE FILE FORMATS:

TIFF, EPS, PDF or JPEG (at proper output size, CMYK color space, and 300+dpi resolution).

ARTWORK SUBMISSION PROCESS:

Please contact our advertising team for details. Please send ads only after confirmation with an advertising representative. Files may be submitted via CD, DVD, FTP or email. Email ads to: jason@policek9magazine.com

Please type "PK9 AD" in the subject line and indicate issue cover dates and ad information (size, color, placement, full bleed, etc.) in the body or the message.

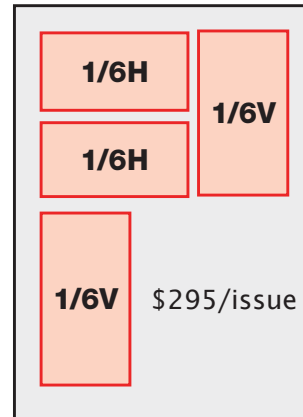
ONLINE

Online advertisement in our weekly e-newsletter and on the website is included in your print advertising package. Tower ads appear in our weekly e-newsletter that reaches 20,000+K-9 handlers. Rotating Top Banner ads (Print Advertisers Only) are located at the top of the Advertiser Directory on the website. Dimensions for Tower ads are 160 x 190 pixels and Rotating Top Banner ads are 822 x 300 pixels with a resolution of 72dpi.

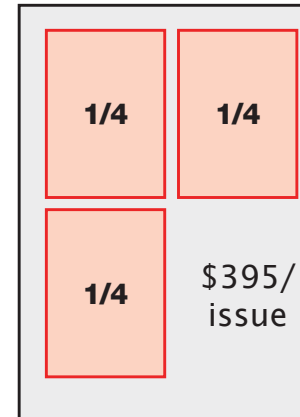
CONTRACT & COPY

Advertiser assumes liability for all ad content. Ad position is at the discretion of the publisher.

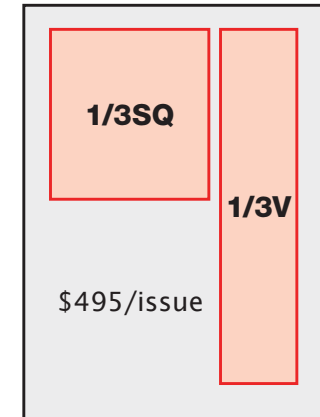
Ad Dimensions & Rates



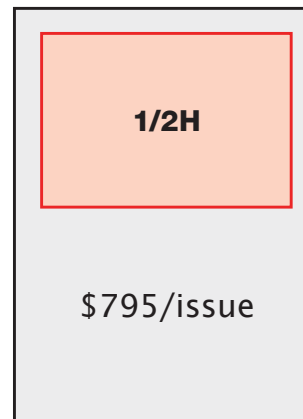
1/6 Vertical - 2.358" x 4.58"
1/6 Horizontal 4.58" x 2.358"



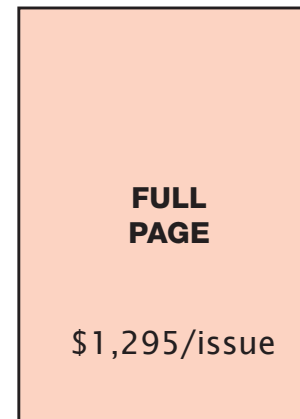
1/4 - 3.6125" x 4.6875"



1/3 Square - 4.85" x 4.575"
1/3 Vertical - 2.358" x 9.5"



1/2 Horizontal
7.375" x 4.6875"



Full Page
printable area*
8.25" x 10.75"
full bleed doc size**
8.50" x 11.00"

*The content of your design should fit within these dimensions.
**To allow for full bleed printing, any color that extends to the page's edge should reach these dimensions beyond the printable area.

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Advertiser Information

Advertiser Name _____

Contact Name _____

Contact Title _____

Contact Phone Number _____

Contact E-Mail _____

2021 Advertising Information

Ad Size _____ Ad rate per issue \$ _____

- January/February
 March/April
 May/June
 July/August
 September/October
 November/December

Billing Information

Payment Method: Credit Card
 [Visa MasterCard Discover American Express]
 Check/Money Order

Name (as it appears on card): _____

Card Number: _____ Expiration Date: _____ Security Code: _____

Billing Address: _____

City: _____ State/Province: _____ Zip _____ Country _____

Phone: _____ Fax: _____

E-mail: _____

Approved By (please print): _____

Signature: _____ Date: _____

ADVERTISING RATES

4-COLOR ADS

Full-Page	\$1,295	per issue
1/2-Page	\$795	per issue
1/3-Page	\$495	per issue
1/4-Page	\$395	per issue
1/6-Page	\$295	per issue

COVERS (CALL FOR AVAILABILITY)

Outside Back	\$1,695	per issue
Inside Front Left	\$1,595	per issue
Inside Front Right	\$1,495	per issue
Inside Back	\$1,395	per issue

ONLINE (ADVERTISER DIRECTORY)

Website Directory Only	\$300	annually
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Note: The forwarding of a signed insertion order or contract by Advertiser or its Agency will be construed as an acceptance of all rates and conditions herein. The Publisher reserves the right to reject any advertising and reserves the right to cancel this contract at any time, for any reason. The Publisher reserves the right to place the word "advertisement" on advertisements that resemble editorial matter. Any cancellation to the contract by Advertiser or its Agency must be written or faxed to Publisher (see Publisher's address and fax number below). Full payment will be billed prior to publication. Any amount not paid within 15 days will result in a 15% interest assessment.