

ANIMAL PEOPLE Advertising Rates

(Distribution 15,000+ on average; readership of 2+ readers per copy.)

EFFECTIVE OCTOBER 1, 2007

DISPLAY ADVERTISING

Payment is required with receipt of ad copy. Position is on first-come, first-served basis, with larger and longer-running ads getting priority, but we will try to accommodate your preferences. Rates are for black and white.

Our basic rate is \$9.50 per square inch; we can accommodate any size and shape of ad that fits within a 10"x16.5" print space, or on a two-page spread.

COLOR

A full-color surcharge of \$600 per insertion applies to the outside back cover, \$400 per insertion to the inside front cover, \$300 per insertion to the inside back cover, and \$200 per insertion for interior 4-color pages. There is no surcharge for spot color on prepaid full page ads. Spot red or blue for smaller ads is available at no surcharge on a 1st-come, 1st-served basis.

These are some of the most popular configurations:

CONFIGURATION	WIDTH	HEIGHT	SHAPE	PRICE	3x discounted	9x discounted
Full page	10.0 "	16.5 "	Vertical	\$1,550	\$3,950	\$10,460
3/4 page	10.0 "	12.5 "	Vertical	\$1,200	\$3,050	\$ 8,100
Standard sheet	8.5 "	11.0 "	Vertical	\$ 900	\$2,295	\$ 6,075
1/2 page	10.0 "	8.25"	Horizontal	\$ 785	\$2,000	\$ 5,300
Half standard	5.5 "	8.5 "	Vertical	\$ 450	\$1,150	\$ 3,040
Half standard	8.5 "	5.5 "	Horizontal	\$ 450	\$1,150	\$ 3,040
1/4 page	10.0 "	4.25"	Horizontal	\$ 400	\$1,020	\$ 2,700
1/4 page	5.0 "	8.25"	Vertical	\$ 400	\$1,020	\$ 2,700
1/4 page	8.25"	5.0 "	Horizontal	\$ 400	\$1,020	\$ 2,700
Quarter standard	4.25"	5.5 "	Vertical	\$ 225	\$ 575	\$ 1,520
Quarter standard	5.5 "	4.25"	Horizontal	\$ 225	\$ 575	\$ 1,520
1/8 page	5.0 "	4.25"	Horizontal	\$ 200	\$ 510	\$ 1,350
1/8 page	4.25"	5.0 "	Vertical	\$ 200	\$ 510	\$ 1,350
Eighth standard	2.75"	4.25"	Vertical	\$ 110	\$ 285	\$ 755
Eighth standard	4.25"	2.75"	Horizontal	\$ 110	\$ 285	\$ 755
Two-by-four	2.0 "	4.0 "	Vertical	\$ 75	\$ 195	\$ 515
Business card	3.25"	2.0 "	Horizontal	\$ 60	\$ 160	\$ 420

DISPLAY ADVERTISING DISCOUNTS

All rates are based on prepayment. **15% off** (as shown above) if the same space is reserved for three consecutive issues *and payment accompanies copy*. Total of **25% off** (as shown above) if the same space is reserved for nine consecutive issues *and prepaid in full*.

YES! We can compose your text-only ad on our equipment—there's no need to spend your ad dollars on typesetting.

Just fax or mail us a mockup, and we'll get a design back to you for your approval, usually within 24 hours.

CLASSIFIEDS

\$1.00 per word. All classified ads must be prepaid. Classifieds will not be taken by telephone. No discounts.

DEADLINES

We publish at intervals of about five weeks, reserving press dates approximately three editions in advance. We accept camera-ready advertisements until as late as possible before going to press. Please check with us to find out upcoming deadlines. To get the page placement you want, please reserve as early as possible!

FORMATS

We can accept camera-ready copy in many different formats, but ready-to-run PDFs are best. Please bear in mind when composing ad copy for us that we publish on newsprint. Screens of 65 or 85 lines work best, background tints of under 30% may drop out, all screens over 30% will print darker than you see on white paper, and knock-out reverses using type smaller than 12 point bold may tend to fill in.

ANIMAL PEOPLE, P.O. Box 960, Clinton, WA 98236-0960

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