

# ***Pinscher Patter* Ad Rates**

## **One-Time Rates:**

### **Black and White:**

One Page .....	\$75
Centerfold.....	\$175
One-Half Page.....	\$45
One-Quarter Page/Business Card .....	\$25
Litter List (DOB, sire, dam, sex, color, owner's name and contact info) .....	\$15

### **Color:**

Front cover .....	\$350
Back cover.....	\$300
Front and back cover combined.....	\$600
Inside front cover .....	\$200
Inside back cover.....	\$200
Centerfold.....	\$350
One page .....	\$150

## **Contract Rates:**

### **Black and White:**

One Page .....	\$60
Centerfold (Two Pages).....	\$150
One-Half Page.....	\$40
One-Quarter Page/Business Card .....	\$20

### **Color:**

Inside front cover .....	\$175
Inside back cover.....	\$175
Centerfold.....	\$300
One page .....	\$120

Contracts are for four consecutive insertions. A deposit to cover two insertions is required.\*  
(That means your third and fourth ads are already paid for!)

\*Deposits are non-refundable.

**Note:** *Pinscher Patter* will not accept ads that promote a particular opinion, agenda or solicit signatures for petitions. Also, advertising in *Pinscher Patter* is for MPCA members. If approved by the club, non-member and commercial ads will be accepted at 150 percent of the above rates.

## **How to Advertise / Payment Information**

To reserve your ad in *Pinscher Patter*, contact Jane Swanson at pinscherpatter@hotmail.com or (309) 659-2166. Then send your check or money order (USD) payable to MPCA to Jane Swanson, 10290 Hill Road, Erie, IL 61250 or pay via PayPal at [www.minpin.org/patter.htm](http://www.minpin.org/patter.htm). Or, log on to [www.paypal.com](http://www.paypal.com) and send funds to [mpca\\_treasurer@minpin.org](mailto:mpca_treasurer@minpin.org). **If using PayPal, please add 4 percent to the cost of the ad to cover PayPal charges, plus put a description of the ad you are paying for in the "Message Line."**

Ad space will not be held without payment. Deposits are non-refundable. Fee for NSF checks: \$25.

**Ads Created by Pinscher Patter.** The *Pinscher Patter* design team can create your ad for you. Send your text — printed, typed or in an e-mail — and your photos to Jane Swanson. Include a stamped, self-addressed envelope if you want your photos returned.

A pdf proof of your ad will be e-mailed to you for approval before publication. Include your e-mail address with all ads! A tear sheet of your ad will be sent after publication.

**Digital Ads and Scans.** Ads and photos can be e-mailed to [pinscherpatter@hotmail.com](mailto:pinscherpatter@hotmail.com), but they must be 300-dpi or higher and saved as jpg, tif, eps or pdf files. Fonts must be converted to curves in eps files. Pdfs must be 300-dpi with fonts embedded.

Word documents are not acceptable as ads. Graphics embedded in Word docs cannot be used and must be sent separately as jpg, tif, eps or pdf files. Ads sent as Word docs will be recreated by the *Pinscher Patter* ad team.

**Questions?** Call Jane at (309) 659-2166 or e-mail [pinscherpatter@hotmail.com](mailto:pinscherpatter@hotmail.com).

Mail ads with payment to *Pinscher Patter*, Editor Jane Swanson, 10290 Hill Road, Erie, IL 61250.