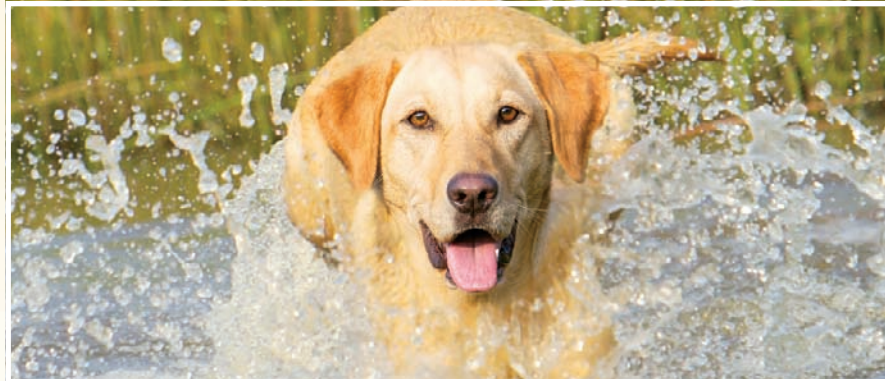




Just Labs®

A CELEBRATION OF THE LABRADOR RETRIEVER

Advertising Rates & Guidelines



2010 Display Advertising Rates

	1-3X	4-6X	7+X		1-3X	4-6X	7+X
Full Page Display Ads				Two-Thirds Page			
Cover 4	\$4,677.	\$4,091.	\$3,505.	color	\$2,118.	\$1,912.	\$1,706.
Cover 3	\$4,412.	\$3,852.	\$3,292.	b/w	\$1,759.	\$1,585.	\$1,411.
Cover 2	\$4,412.	\$3,852.	\$3,292.	Half-Page			
opposite editorial	\$3,106.	\$2,788.	\$2,470.	color	\$1,647.	\$1,479.	\$1,311.
color	\$2,826.	\$2,542.	\$2,258.	b/w	\$1,406.	\$1,268.	\$1,130.
b/w	\$2,347.	\$2,121.	\$1,895.	One-Third Page			
				color	\$1,353.	\$1,217.	\$1,081.
				b/w	\$932.	\$838.	\$744.
				One-Quarter Page			
				color	\$1,030.	\$926.	\$822.
				b/w	\$736.	\$662.	\$588.
				One-Sixth Page			
				color	\$920.	\$816.	\$712.
				b/w	\$705.	\$595.	\$471.

15 % discount available for camera-ready copy if invoices are paid within 30 days. Discount is forfeited on past-due accounts.

Advertising Deadlines

	Space Close	Materials Close	Mail Date
Jan/Feb	Nov 05th	Nov 15th	Dec 15th
Mar/April	Jan 05th	Jan 15th	Feb 15th
May/June	Mar 05th	Mar 15th	April 15th
July/Aug	May 05th	May 15th	June 15th
Sept/Oct	July 05th	July 15th	Aug 15th
Nov/Dec	Sept 05th	Sept 15th	Oct 15th

Contact:

John T. Roddy, National Advertising Sales Director
 2779 Aero Park Drive, Traverse City, MI 49686
 PH: 800-773-7798 ext. 3055 • FX: 231-946-9588
 Email: jroddy@villagepress.com

Display Ad Sizes — magazine trim size 8¹/₈" x 10³/₄"

FULL PAGE, 8 ¹ / ₈ " x 10 ³ / ₄ " FULL BLEED 8 ³ / ₈ " x 11" Live Area 7 ³ / ₈ " x 9 ⁵ / ₈ "	1/4 PAGE Vert. 3 ³ / ₁₆ " x 4 ³ / ₄ " 1/2 PAGE Vert. 3 ³ / ₁₆ " x 9 ⁵ / ₈ "	1/2 PAGE Island 4 ¹³ / ₁₆ " x 7 ¹ / ₄ " 1/4 PAGE Horizontal 7 ³ / ₈ " x 2 ⁵ / ₁₆ "	1/3 PAGE Vert. 2 ⁵ / ₁₆ " x 9 ⁵ / ₈ " 2/3 PAGE Vert. 4 ¹³ / ₁₆ " x 9 ⁵ / ₈ "	1/2 PAGE Horizontal 7 ³ / ₈ " x 4 ³ / ₄ " 1/6 PAGE Vert. 2 ⁵ / ₁₆ " x 4 ³ / ₄ "	1/6 PAGE Hor. 4 ⁷ / ₈ " x 2 ³ / ₈ " 1/3 PAGE Square 4 ¹³ / ₁₆ " x 4 ³ / ₄ "
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2010 Marketplace Advertising Rates

Page Space	Ad Size	Frequency 1-3 X	Frequency 4-6 X	Color Surcharge
1/2	7-1/4" x 4-3/4"	\$520.00	\$484.00	\$250.00
1/3	4-3/4" x 4-3/4"	\$360.00	\$345.00	\$200.00
1/4	7-1/4" x 2-1/4"	\$262.00	\$246.00	\$200.00
1/6	4-3/4" x 2-1/4"	\$180.00	\$170.00	\$150.00
3 X 1	2-1/4" x 3"	\$150.00	\$142.00	\$150.00
1/12	2-1/4" x 2-1/4"	\$108.00	\$102.00	\$150.00
1 X 1	2-1/4" x 1"	\$70.00	\$65.00	\$150.00

PAYMENT OPTIONS: MasterCard, Visa, or check at space deadline for pre-payment. Credit cards will be charged at material close deadlines.

CLASSIFIED ADS: \$3.00 per word, \$75.00 minimum. Phone # = one word.

DESIGN ASSISTANCE: We offer ad design services for new ads and photo scans for existing ads for a minimal fee.

Contact:

Gen Lyon, Marketplace Sales Manager
2779 Aero Park Drive, Traverse City, MI 49686
PH: 800-773-7798 ext. 3057 • FX: 231-946-9588
Email: glyon@villagepress.com



PUBLICATION SPECIFICATIONS

Trim Size: 8 1/8" x 10 3/4" Printing: Sheet Fed Offset
Col. Width: 2 col. – 3.5625" 3 col. – 2.2917" Binding: Saddle Wire

DIGITAL AD REQUIREMENTS

Ads submitted must meet the publisher's production guidelines.

Preferred ad submission method. Press quality PDF is the preferred method of ad submission for this magazine. If you're not sure how to make a press quality PDF please go to www.villagepress.com/support_asg.php and download our PDF job options.

Other submission methods: We accept composite JPG(preferred), TIF, or EPS files with the color mode CMYK at 600-900 dpi for color ads or color mode Grayscale for black and white ads.

Submit your ad using the FTP Transfer utility: Go to our file transfer utility at: <https://secure2.villagepress.com/files/> Username: user Password: user. This is a very quick and easy upload. Or you can send a CD with your file.

Dimensions: All ads must be configured to fit the ad sizes as indicated below. Be sure to create documents in the proper trim size. However, be certain to include bleed on full page bleed ads. On full page ads do not put text outside the live area 7 1/8" x 9 1/8" centered. There is no need to add registration marks.

Black-and-White Ads: All black-and-white ads must be set up to output as one-color art and text. This will prevent any unanticipated screen tints from appearing in final image.

Preparation: If the publisher's production department considers a digital ad to be incorrectly set-up by the advertiser, the advertiser may correct and re-submit the ad – or – the advertiser may request the publisher to alter the ad to meet specifications at an additional charge to be quoted.

Please call if you have any questions regarding your file set-up.

MISCELLANEOUS

Special Positions: Every effort will be made to comply with advertiser requests but special positions cannot be guaranteed. No premium is required for positioning.

Production Assistance: Complete production services are available. Layout, art, type (including key changes), color separations, etc., will be billed to advertiser in addition to the space rate. Agency discounts do not apply to production charges. All images sent in electronically must be high resolution 300 dpi photos or 800 dpi line-art.

Reprint Service: For more information please contact:
Nancy Whitten, Reprint Sales Director
Email: nancy@villagepress.com, Phone: 1-800-773-7798

ADVERTISING AGREEMENT

All advertising orders accepted by the publisher are subject to the terms and provisions of the current rate card. The previously run ad material will be used if new instructions are not received by the material deadline for the next scheduled insertion.

The publisher reserves the right to reject any advertising, or to request alteration in content prior to publication. Advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless from and against all loss or expense resulting from claims or suits based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism and copyright. The publisher shall have the right to hold advertiser and/or its agent jointly and severally liable for such monies as are due and payable to publisher for advertising that advertiser or its agent ordered and that was published.

CANCELLATION POLICY

It is agreed between the parties to this contract that a cancellation will be accepted once the publisher has received **written notice** from the advertiser prior to the appropriate closing date; and that cancellation on the part of the advertiser shall forfeit his right to contract rate; the rate to be adjusted on past and subsequent insertions will conform with the actual space used at the rate specified.

DISCOUNTS & COMMISSIONS

Terms: Net 30. 15% commission on space to recognized agencies for camera-ready copy if invoices are paid within 30 days. Commissions and discounts are forfeited on past-due accounts. Frequency rates are extended only when a multiple insertion contract is signed. Orders issued on a per issue basis will be charged at the 1X rate.

OTHER SERVICES

- Shared direct mail targeted toward gun dog owners
- Targeted direct mail planning, design and production
- List Management
- Ad response fulfillment, order fulfillment
- Sales collateral and brochure design and printing
- Website ads: Links are available on our website. For more information: www.villagepress.com • www.justlabsmagazine.com

CONTACTS

John T. Roddy, National Advertising Sales Director
PH: 800-773-7798 ext. 3055 • Email: jroddy@villagepress.com
Gen Lyon, Marketplace Sales Manager
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Nancy Whitten, Executive Advertising Assistant and Media Coordinator
PH: 800-773-7798, ext. 3029 • Email: nancy@villagepress.com
2779 Aero Park Drive, Traverse City, MI 49686 FX: 231-946-9588