

Advertise more, save more with our multi-run and package deals!\*

ALL MULTI-RUN PACKAGES AVAILABLE WITH MONTHLY PAYMENT PLANS

AD SIZE	REG PRICE
<b>TDJ Magazine Industry and Elite Dog Breeder Ads</b> (Subject to approval)	
Canine Solutions (designed by The Dog Journal)	\$310.00
1/2 page horizontal (7.625" w x 4.875" h)	\$620.00
1/2 page vertical (3.5" w x 10.25" h)	\$620.00
Full page (8.125" w x 10.75" h + .125" bleed, .25" safety margin)	\$1085.00
Back Cover, Inside Back Cover, Inside Front Cover (8.125" w x 10.75" h + .125" bleed, .25" safety margin)	\$1285.00

<b>DECEMBER/JANUARY 2023/2024</b>	Ad Submission Deadline: <b>FRIDAY, NOVEMBER 3<sup>rd</sup></b>	Date the paper will be mailed: <b>MONDAY, NOVEMBER 27<sup>th</sup></b>
<b>FEBRUARY/MARCH 2024</b>	Ad Submission Deadline: <b>FRIDAY, JANUARY 5<sup>th</sup></b>	Date the paper will be mailed: <b>FRIDAY, FEBRUARY 2<sup>nd</sup></b>
<b>APRIL/MAY 2024</b>	Ad Submission Deadline: <b>FRIDAY, MARCH 1<sup>st</sup></b>	Date the paper will be mailed: <b>THURSDAY, MARCH 28<sup>th</sup></b>
<b>JUNE/JULY 2024</b>	Ad Submission Deadline: <b>FRIDAY, MAY 3<sup>rd</sup></b>	Date the paper will be mailed: <b>FRIDAY, MAY 31<sup>st</sup></b>
<b>AUGUST/SEPTEMBER 2024</b>	Ad Submission Deadline: <b>FRIDAY, JULY 5<sup>th</sup></b>	Date the paper will be mailed: <b>THURSDAY, AUGUST 1<sup>st</sup></b>
<b>OCTOBER/NOVEMBER 2024</b>	Ad Submission Deadline: <b>FRIDAY, SEPTEMBER 6<sup>th</sup></b>	Date the paper will be mailed: <b>THURSDAY, OCTOBER 3<sup>rd</sup></b>
<b>DECEMBER/JANUARY 2024/2025</b>	Ad Submission Deadline: <b>FRIDAY, NOVEMBER 1<sup>st</sup></b>	Date the paper will be mailed: <b>FRIDAY, NOVEMBER 29<sup>th</sup></b>

Estimated in home delivery, 14 business days from mail date.

The Dog Journal, PO Box 3, Charm, OH 44617 • 800-208-4186 • [steven@thedogjournal.net](mailto:steven@thedogjournal.net)

# MAGAZINE PACKAGE DEALS

Package #

## 1

(Limited Availability)

- 6 Full Page Cover Ads: These alternate (2 of each) between Inside Front Cover, Back Cover, and Inside Back Cover in each issue of TDJ for one year. Print ready PDFs are needed.
- 3 Canine Solutions Spots: These spots outline a problem, and use your product as the solution. Designed by TDJ. Problem, 90 word or less Solution, and a high-res image of your product on a white background are needed.
- Editor's Pick Spot: Send us a free sample of your product, and if we like it, we'll write about it in the Editor's Pick section. High-res photos of your product are needed.
- 4 Different Ads on our Website all year: 2 designed digital ads 400 x 600 pixels and 2 designed digital 300 x 300 pixels are needed.
- 6 Ads in our Weekly Eblasts: 6 designed digital ads 400 x 600 pixels are needed.
- 2 Busy Beaver Extreme Spotlight Ads: These ads go to over 77,000 homes, where you offer a free TDJ subscription with the purchase of one of your products. We pay for the ad; you pay us \$30.00 for each TDJ subscription you give away. 4 ½ inch by 6 inch designed ad about your product and company contact info and logo is needed.

**\$780.00** a month

## 2

- 6 Full Page Ads: 1 in each issue of TDJ for one year. Print Ready PDFs are needed.
- 3 Canine Solutions Spots: These spots outline a problem, and use your product as the solution. Designed by TDJ. Problem, 90 word or less Solution, and a high-res image of your product on a white background are needed.
- 3 Different Ads on our Website all year: 2 designed digital ads 400 x 600 pixels and 1 designed digital 300 x 300 pixels are needed.

**\$600.00** a month

## 3

- 6 Half Page Ads: 1 in each issue of TDJ for one year. Print Ready PDFs are needed.
- 2 Canine Solutions Spots: These spots outline a problem, and use your product as the solution. Designed by TDJ. Problem, 90 word or less Solution, and a high-res image of your product on a white background are needed.
- 2 Different Ads on our Website all year: 1 designed digital ad 400 x 600 pixels and 1 designed digital 300 x 300 pixels are needed.

**\$360.00** a month

# SUBMITTING YOUR AD

Industry ads are accepted in print ready format. No editing or design services are offered through The Dog Journal™

**Canine Solutions ads**  
will be designed by  
The Dog Journal – email to:  
steven@thedogjournal.net



Return all completed  
Media Kits and ads to –  
steven@thedogjournal.net

## EMAILING:

Email is the best method to have your ads sent in. This will ensure your ad is printed in the best quality. If you are emailing or having the ad emailed, please send it to:

**steven@thedogjournal.net**

\*\*Please make sure you call ahead to let us know that your ad will be coming by email and so we can arrange payment.\*\*

## FAXING:

We do not recommend faxing your ad for The Dog Journal.™ This paper is printed in full color and your fax will only come as black and white. This also will not be a good quality.

You are welcome to fax over your Display ad form to reserve your ad space.

**Fax number: 877-282-7455**

## MAILING:

If you wish to mail your ads in, please send them to

**The Dog Journal  
PO Box 3  
Charm, OH 44617**

If possible, please mail your ad flat as we will scan your ad and any folds or creases will show up in the final print.

## PAYING FOR YOUR AD

All ads must be paid prior to running unless other arrangements have been made. We accept cash, checks and credit cards.

### THE DOG JOURNAL DISPLAY AD ORDER FORM

THE DOG JOURNAL™ \_\_\_\_\_ EDITION

Ad Title or Subject Name: (REQUIRED) \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

• **Ad Size:**  Canine Solutions  1/2 Horizontal  1/2 Vertical  Full  Back Cover  Inside Back Cover  Inside Front Cover

• **Package Number:**  1  2  3

• **Do we have your ad on file?**  No  Yes: Date last ran: \_\_\_\_\_ How many times to run: \_\_\_\_\_

• **How will your ad be sent to us?**  Mail  Email

**If you need your ad designed, please call Jeff at 800-672-5790. There is a fee for this service.**

**PLEASE MAIL FORM WITH PAYMENT TO:**

**The Dog Journal**

**PO Box 3, Charm, Ohio 44617**

**PHONE: 800-208-4186 • FAX: 877-282-7455**

**EMAIL: sales@thedogjournal.net**

**PAYMENT INFO:** INVOICE# (office use only): \_\_\_\_\_

Check# \_\_\_\_\_ AMT: \_\_\_\_\_

Type of card:  American Express  Visa  MasterCard  Discover

Credit Card#: \_\_\_\_\_

Name (as it appears on the card): \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ CVC CODE (on back): \_\_\_\_\_

Phone #: \_\_\_\_\_ (required for credit card use)

the  
**DOG**  
*Journal*  
**BUYERS GUIDE**

# 2024 RATES & DATES

Advertise more, save more with our multi-run and pay by month deals!\*

ALL MULTI-RUN PACKAGES AVAILABLE WITH MONTHLY PAYMENT PLANS

AD SIZE	REG PRICE
<b>TDJ Buyers Guide Ads - Industry, Breeder and Stud</b> (Subject to approval)	
Coupon (2.375" w x 2.5" h)	\$99.00
1/3 Page (4.875" w x 2.55" h)	\$189.00
Half Page (5.375" w x 4.125" h + .125" bleed, .25" safety margin)	\$300.00
Full Page (5.375" w x 8.375" h + .125" bleed, .25" safety margin)	\$525.00
Back Cover, Inside Back Cover, Inside Front Cover (5.375" w x 8.375" h + .125" bleed, .25" safety margin)	\$885.00
Front Cover (5.375" w x 8.375" h + bleed)	\$995.00

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# BUYER'S GUIDE PAY BY MONTH OPTIONS

*Minimum 3 issue commitment to be eligible for these options*

Package #

**1**

- 6 2 Page Ad Spreads: 1 in each issue of TDJ Buyers Guide for one year. Print Ready PDFs are needed.

**\$495.00** per month

**2**

- 6 Full Page Ads: 1 in each issue of TDJ Buyers Guide for one year. Print Ready PDFs are needed.

**\$263.00** per month

**3**

- 6 - Half Page Ads: 1 in each issue of TDJ Buyers Guide for one year. Print Ready PDFs are needed.

**\$150.00** per month

**4**

- 6 - 1/3 Page Ads: 1 in each issue of TDJ Buyers Guide for one year. Print Ready PDFs are needed.

**\$95.00** per month

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steven@thedogjournal.net

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PO Box 3  
Charm, OH 44617**

If possible, please mail your ad flat as we will scan your ad and any folds or creases will show up in the final print.

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## THE DOG JOURNAL BUYERS GUIDE DISPLAY AD ORDER FORM

THE DOG JOURNAL™ \_\_\_\_\_ EDITION

Ad Title or Subject Name: (REQUIRED) \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

• **Ad Size:**  Coupon  1/3 page  1/2 page  Full  Back Cover  Inside Back Cover  Inside Front Cover

• **Pay By Month Number:**  1  2  3  4

• **Section:**  Industry Ad  Stud Ad

• **Do we have your ad on file?**  No  Yes: Date last ran: \_\_\_\_\_ How many times to run: \_\_\_\_\_

• **How will your ad be sent to us?**  Mail  Email

**If you need your ad designed, please call Jeff at 800-672-5790. There is a fee for this service.**

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**The Dog Journal**

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**PHONE: 800-208-4186 • FAX: 877-282-7455**

**EMAIL: sales@thedogjournal.net**

**PAYMENT INFO:** INVOICE# (office use only): \_\_\_\_\_

Check# \_\_\_\_\_ AMT: \_\_\_\_\_

Type of card:  American Express  Visa  MasterCard  Discover

Credit Card#: \_\_\_\_\_

Name (as it appears on the card): \_\_\_\_\_

EXP. DATE: \_\_\_\_\_ CVC CODE (on back): \_\_\_\_\_

Phone #: \_\_\_\_\_ (required for credit card use)