



ArkanPaws Magazine™

ADVERTISING RATES

Classified Section: Services, reputable* (AKC) breeder ads, supplies, etc. \$1.00 per word regular text, \$1.25 per word bold text, \$1.50 per ad bold color text. Minimum 20 words. Service and supplies ads minimum run 4 issues. (\$80 for 4 regular text ads, \$100 for 4 bold text ads, or \$120 for 4 bold color text ads). **Half price ads for lost & found, shelters and rescues (limit one half-price ad per individual/organization, not to exceed 15 words).**

Directory Sections: one-line business listings. Pet-related non-profit organizations (501c3), free listing. Business listings, \$480 per year (\$40 per issue).

Memorial Section: memorial ads for pets by their owners. \$25 per ad 1/16 page, or \$50 per ad, 1/8 page. 25% of cost donated to local pet-related charities.

Display Advertising:

AD RATES	Ad Size	2 Issues	4 Issues	6-8 Issues
	1/8 Page	\$90	\$80	\$70
Price	1/4 Page	\$180	\$160	\$140
Per	1/2 Page	\$240	\$210	\$180
Issue	3/4 Page	\$350	\$330	\$300
	Full Page	\$450	\$430	\$400

We now offer a monthly payment option for ads. You'll have three months to pay for each quarterly ad! Ads as low as \$30.00 (or less) per month, \$90 (or less) per issue!

Special Display Ad Placement for Full Page Ads (additional fee):

Front Cover Ad Inside (pg 2).....	\$625	Back Cover Inside Right Side....	\$625
Across from Front Inside (pg 3)...	\$625	Back Cover Inside Left Side.....	\$625
Across from Index (pg 5).....	\$625	Back Cover Outside.....	\$750
Across from Index (pg 7).....	\$625	Center Double Spread.....	\$1000

Discounts: Free directory listing for all display advertisers. Articles accepted by editor are subject to space availability. (Articles submitted by businesses will only be accepted if business is a paying advertiser. Non-profit (501c3) advertisers (shelters, rescues, etc.) may qualify for discounted display ads (subject to space availability, must provide proof of 501c3, and a tax exempt receipt).

Ad Design Fees:

For a LIMITED TIME ONLY—free ad creation for first-time advertisers! (Edits only, no re-dos.)

Regular ad creation rate: \$50 per ad, includes 1 hr design time, 1 scan, 1 proof. Extensive changes cost extra. All ads created by us are considered property of ArkanPaws Magazine and may not be reproduced elsewhere without written permission.

*Our definition of a "reputable" breeder is a breeder who breeds to show or has no more than 2 litters a year and has all animals tested for potential diseases or breed-specific issues. We may require breeders to allow us to inspect their breeding facility and animals in order to allow advertisements in ArkanPaws Magazine. We do not condone puppy mills, dog/cat resellers or pet auctions. A USDA certificate/license does not qualify a breeder for advertising in this publication.

© 2008, Leslie K. Ray, ArkanPaws Magazine—All Rights Reserved. No part of this form may be copied or used without written permission.

**P.O. Box 6601 • Springdale, AR 72766 • 479-750-7171 • 479-871-9092
www.ArkanpawsMag.com • arkanpawsmag@hotmail.com**

ArkanPaws Magazine

Ad Sizes

