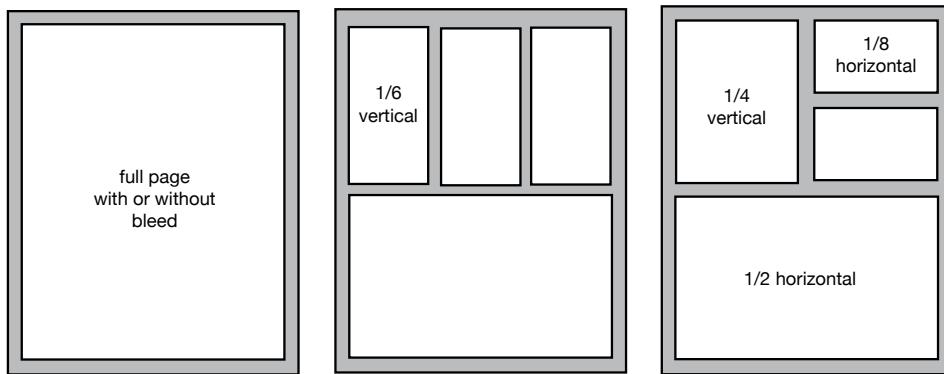


# Better Beagling

*The Magazine Promoting the Hunting & Field Trialing Beagle since 1978*

## Ad Specification Sheet

*Better Beagling* is a publication promoting pure bred hunting and field trialing beagles and their owners in North America. *Better Beagling*'s main purpose is to advertise beagle field trials and print their results while providing entertaining and informative articles about beagles and hunting rabbits with beagles. It is a forum in which persons, both within the beagling community and outside of it can exchange ideas, experiences, and opinions concerning houndwork. The customer base for the magazine is a very specific group of beagle owners that often own more than one beagle or an entire kennel of beagles. *Better Beagling* contains about 64 color pages. The trim size of the magazine is 8-3/8 x 11 inches and is printed sheet fed on coated stock. Advertising appears throughout the magazine. Ads are full color. The circulation is growing and currently around 2,500. The actual readership is at least four times that amount because people share the magazine with other beaglers and several are given out at events.



**Please submit ad files in pdf format only.**

**Call 518-677-5969 for General Advertising Rates**

COLOR AD SIZES	Width	Height
<b>Full bleed page</b>		
Inside front or back cover	8-3/8"	11"
Full Page with bleed	8-3/8"	11"
1/2 Page Horizontal	7-3/8"	4-3/4"
1/4 Page Vertical	3-1/2"	4-3/4"
1/6 Page Vertical	2-1/8"	4-3/4"
1/8 Page Horizontal	3-1/2"	2-1/4"

# *Better* **Beagling**

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## **Advertising on betterbeagling.com**

In February 2010, we redesigned and launched betterbeagling.com which was received with rave reviews. We have a very loyal audience on our beagle forum which is demonstrated by the Google Analytics listed below. It is fast and easy to advertise on the site. There is no deadline. Your ad can be posted today. Right now we are offering two ad sizes seen below. The ads would appear in the side bar of the Website design. Space is limited, so reserve your space today.

### **Google Analytics for betterbeagling.com**

**between February 15, 2010 (when it began) and September 10, 2012**

**Site Visits: 309,705**

**Page Views: 2,159,586**

**Average Time on the Site: 4.35 minutes**

**Average number of pages on each visit: 6.97**

**Absolute Unique Visitors: 55,512**

### **INTERNET AD RATES 2012**

INTERNET AD SIZES	Width	Height	Rate 1x	Rate 6x	Rate 12x
Small Ad in the side bar	125 pixels	125 pixels	\$75.00	\$60.00	\$50.00
Large Ad in the side bar	220 pixels	220 pixels	\$200.00	\$175.00	\$150.00

# *Better* **Beagling**

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## Deadlines

Issue	Space Reservation	Ad Submission
January 2012	November 15, 2011	December 1, 2011
February 2012	December 15, 2011	January 1, 2012
March 2012	January 15, 2012	February 1, 2012
April 2012	February 15, 2012	March 1, 2012
May 2012	March 15, 2012	April 1, 2012
June 2012	April 15, 2012	May 1, 2012
July 2012	May 15, 2012	June 1, 2012
August 2012	June 15, 2012	July 1, 2012
September 2012	July 15, 2012	August 1, 2012
October 2012	August 15, 2012	September 1, 2012
November 2012	September 15, 2012	October 1, 2012
December 2012	October 15, 2012	November 1, 2012

## Advertisement Specifications 2012

- *Better Beagling* is a color magazine at 150-line screen.
- We request that ads be submitted on disc or emailed as PDF files. Color ads in CMYK with no spot colors.
- Email ads to [info@betterbeagling.com](mailto:info@betterbeagling.com)
- Ads must be the correct size and copy edited.
- We reserve the right to adjust ads as needed to meet format requirements.

Space reservations can be made at any time. However, full payment must accompany all first-time placements when the space reservation is made.

Contact Sarah Harrington at 518.677.5969 to reserve your ad space.

## Advertising Insertion Contract

Please send your completed contract, ad copy, and payment to:  
Better Beagling, P. O. Box 10, Cambridge, NY 12816  
*Past advertisers can be billed.*

# Better Beagling

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Advertiser Name

Contact Person

---

Address

City

State Zip

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Phone

Fx

E-mail

### Issue

- January 2012       February 2012       March 2012       April 2012       May 2012  
 June 2012       July 2012       August 2012       September 2012       October 2012  
 November 2012       December 2012

Color Ad      or      Internet (circle one)

Ad Size \_\_\_\_\_

Number of times ad is to appear (circle one) 1x      3x      6x or more

Rate (see rate chart) \_\_\_\_\_

### Payment

First-time advertisers must pay in advance. Better Beagling extends credit terms to those who advertise on a regular basis. We will charge a finance charge of 2.5% per month for accounts 30 days past due. Accounts not responding to requests will be sent to collections.

### Advertising Agreement

Better Beagling does not endorse any product or service advertised. It is the responsibility of the advertiser to ensure that the correct address and phone information appear in the ad. Please indicate with your signature that you understand and agree to this policy.

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Signature

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Date