

Advertising Submission Guidelines

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

PRINT 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.VPDemandCreation.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: Our email system will accept files up to 10 MB for transfer of files over that size, use our file transfer system: <http://filedrop.vpdcs.com>

User name = mag Password = vp@file

Please select my name (Katie Rollert) so that the system will notify me of the file's arrival.

Dimensions: All ads must be configured to fit the ad sizes as indicated on the diagrams (see previous page). Be sure to create documents in the proper trim size. However, be certain to include bleed on full page bleed ads. Our page size is 8.125" W X 10.75" H. If you wish your ad to bleed off the edge of the page, please size the ad to 8.375" W X 11" H (1/8" per side of the ad is subsequently trimmed in production). On full page ads do not put critical content outside the live area 7 5/8" X 10 1/4" 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 Katie at 1-800-327-7377 ext. 3055 if you have any questions regarding your file setup.

ADDITIONAL FEES

Design: Ad design services for new ads, or redesigns/photo acquisition of existing ads (at the advertiser's request) is available. Design pricing starts at \$50 - quote provided prior to design/redesign.

Proofing: The price of the ad includes 1 proof, 1 review, and 1 additional proof with changes incorporated. Further changes requiring additional proofs will incur a \$35 fee per round for advertiser alterations. Advertiser not required to pay \$35 for a proof in which a requested change was missed by our design team.

MISCELLANEOUS

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.

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

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 only be accepted 2 weeks prior to any space close date in writing sent to the advertising sales manager if applicable based on the original agreement. Upon cancellation, the advertiser then forfeits his right to the contract rate; the rate to be adjusted on past and subsequent insertions will conform with the actual space used at the rate specified. Advertiser is still responsible for all previously run ad invoices.

INVOICING TERMS:

Net 30 invoicing on all print and digital advertising. 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. Prices listed as per insertion

PAYMENT OPTIONS

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

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