



Just Labs[®]

2024

Annual Readership &
Distribution OVER 12,000!

RATES & SCHEDULES



2024 Advertising Rates & Guidelines

ADVERTISING RATES

DISPLAY	Dimension (WxH)	FREQUENCY / RATES	
		1-3X	4-6X
Cover 2	8 1/8" x 10 3/4"	\$2,900	\$2,550
Cover 3	8 1/8" x 10 3/4"	\$2,900	\$2,550
Cover 4	8 1/8" x 10 3/4"	\$3,100	\$2,700
Full Page	8 1/8" x 10 3/4"	\$1,750	\$1,350
2/3 Page	4 13/16" x 9 5/8"	\$850	\$725
1/2 Page Hor.	7 3/8" x 4 3/4"	\$725	\$610
1/2 Page Vert.	3 9/16" x 9 5/8"	\$725	\$610
1/3 Page Sq.	4 13/16" x 4 3/4"	\$550	\$425
1/3 Page Vert.	2 5/16" x 9 5/8"	\$550	\$425
1/4 Page Vert.	3 9/16" x 4 3/4"	\$515	\$390

MARKETPLACE	Dimension (WxH)	1-3X	4-6X
1/2 Hor.	7 3/8" x 4 3/4"	\$600	\$460
1/3 Sq.	4 13/16" x 4 3/4"	\$475	\$380
1/3 Vert.	2 5/16" x 9 5/8"	\$475	\$380
1/4 Vert.	3 9/16" x 4 3/4"	\$455	\$350
1/4 Hor.	7 3/8" x 2 5/16"	\$455	\$350
1/6 Vert.	2 5/16" x 4 3/4"	\$260	\$195
1/6 Hor.	4 7/8" x 2 3/8"	\$260	\$195
3 x 1	2 5/16" x 3"	\$235	\$165

All prices listed as per insertion

ADVERTISING DEADLINES

Just Labs	Space Close	Materials Close	Mail Date
Jan/Feb	Nov 10 th	Nov 20 th	Dec 19 th
Mar/April	Jan 10 th	Jan 20 th	Feb 19 th
May/June	Mar 10 th	Mar 20 th	April 19 th
July/Aug	May 10 th	May 20 th	June 19 th
Sept/Oct	July 10 th	July 20 th	Aug 19 th
Nov/Dec	Sept 10 th	Sept 20 th	Oct 19 th

OUR READERSHIP:

- Owns over 10,600 dogs.*
- Spends over \$15,000,000.00/year on their dog's Training, Products, Food, & Medical!*

*According to 2022 Survey Data

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

<p>FULL PAGE (Trim Size) 8 1/8" x 10 3/4" FULL BLEED 8 3/8" x 11" Live Area 7 5/8" x 10 1/4"</p>	<p>1/4 PAGE Vert. 3 9/16" x 4 3/4"</p> <p>1/2 PAGE Vert. 3 9/16" x 9 5/8"</p>	<p>1/3 PAGE Vert. 2 5/16" x 9 5/8"</p> <p>2/3 PAGE Vert. 4 13/16" x 9 5/8"</p>	<p>1/2 PAGE Horizontal 7 3/8" x 4 3/4"</p> <p>1/4 PAGE Horizontal 7 3/8" x 2 5/16"</p>	<p>1/6 PAGE Hor. 4 7/8" x 2 3/8"</p> <p>3 x 1 2 5/16" x 3"</p> <p>1/3 PAGE Square 4 13/16" x 4 3/4"</p> <p>1/6 PAGE Vert. 2 5/16" x 4 3/4"</p>
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5 2 | Advertising Sales Director
 Work: 231-674-5369
 Cell: 231-620-4767
 Eric.Bolf@vpdcs.com

As an advertiser, you have the ability to share your products, services, and information with this elite group directly and more often than anywhere else.



WEB AD PRICING

728 x 125	Horizontal Banner	\$550
160 x 600	Skyscraper	\$375
300 x 300	Square	\$175

Web Ad Specs

- .jpg or .png formats for static banners
- .gif files for animated banners
- 72 dpi preferred
- No sound or flashing. For animations: Maximum of three frames and a loop time of 10 seconds
- Ad design available

ADVERTISER SPOTLIGHT EMAIL - \$725

Reach our enthusiast readers with branded campaigns featuring a product or service through our sponsored content campaign option, known as an Advertiser Spotlight. Our lists can be segmented by target audience as well. Publication-branded header and footer with our logo and contact information will be added to the email as required by law.

Recommendations: Provide editorial and graphic content, not just a graphic ad to be consistent with our marketing approach. Plus, it's more interesting and will reflect improvement in email performance.

File Format and Guidelines

Submission Options

- Send a fully designed email as a zip file with HTML and necessary graphics. Maximum 600px wide and no more than 1500px tall.
- Send the desired text and graphics to be fit into our regular email template.
- We recommend a text length of 200-600 words.

Acceptable for all online submissions

- .jpg, .png, or .gif (Flash is not accepted)
- RGB color, 72 dpi

In Their Debt: K-9 from Ukraine

By Jen Reeder

As Russian forces shelled Ukraine, a chocolate Lab named Bruno faced an uncertain future. His family had to flee, and they couldn't take their dog with them. They were forced to put him up for adoption.

Fortunately, rescuers transported Bruno to Germany, where he entered a police dog training program – right around the time Detective Harrison Williams of the Fort Myers Police Department in Florida was hoping to partner with a narcotics detection K-9. It was meant to be.

On May 26, 2022, the detective... Bruno from the airport after... immediately hit it off.

"It took about two hours to...
"Then when I got to him, we...
put his leash on, and he put one...
over my left shoulder, and kind of ga..."

Continue reading about the important work conducted by Detective Williams and Bruno [HERE](#).

Pawfit 3s
GPS pet tracker

Keep them safer,
with Pawfit 3s

SHOP NOW



NEWSLETTER EMAIL BLAST

Our monthly newsletter features health and training tips, industry announcements, or story excerpts. One ad per email pass-along newsletter; non-animated. Ad click-through stats will be provided for each email campaign.

ENews Schedule and Options

The first Wednesday* of every month

**Dates subject to change due to holidays, special events, etc.*

Ad Sizes and Flat-Rate Pricing

Banner – 600px wide X 90px high – \$675/mo

Campaigns contain a high percentage of pass-alongs, providing additional, non-subscriber contact opportunities. Delivery rates at 99+%.

Over 1,170 pageviews each month!

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

FONTS AND IMAGES IN PRINT-READY ADS:

If you are submitting a print-ready ad according to specs elsewhere in these ad submission guidelines, please note that your submission of the ad is a statement on your behalf that you have obtained all necessary permissions and appropriate licensing, including third-party licensing, of fonts and images contained in your advertisement, and that VPDCS and *Just Labs, The Retriever Journal*, and *The Pointing Dog Journal* have the appropriate permission to print the advertisement with the included fonts and images; and further, that VPDCS and *Just Labs, The Retriever Journal*, and *The Pointing Dog Journal* assumes no liability and are held harmless in the event a dispute arises regarding the use and printing of fonts and images.

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.villagepress.com/support and download our PDF job options.

Other submission methods: We accept composite JPG, TIF, or EPS files in CMYK or Grayscale color modes. Images should have an effective resolution of 300 dpi. Files containing RGB or spot colors will be converted to CMYK which may cause an undesired shift in color appearance.

Submit your ad: Our email will accept files up to 25 MB. To submit files larger than 25 MB, please use OneDrive, Dropbox or WeTransfer file transfer methods.

Dimensions: All ads must be configured to fit the ad sizes as indicated on the rate card. Be sure to create documents in the proper trim size. For full-page ads intended to bleed, please include .125" bleed on all sides and keep all critical type and imagery within the 7.625" x 10.25" live area.

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 Molly at 231-674-5369 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 \$80 - 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 months 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. Subject to late fees after 60 days. 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, American Express, 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