

# BREEDERS DIGEST

## 2020-2021 Advertising Contract

~ Effective with the June 2020 Issue ~

Completed and signed form must be on file at the Breeders Digest office in order to receive contract rates. Form must be completed for each contract year.

Size	Column Inches	Non-Contract Rate	Contract #1 25%	Contract #2 20%	Contract #3 15%	Contract #4 10%
1/4	7.5	\$95	\$71	\$76	\$81	\$86
1/3	10	120	90	96	102	110
1/2	15	160	120	130	136	145
2/3	20	215	162	172	183	194
1	30	300	225	240	255	270

### CONTRACT DESCRIPTIONS: Please circle the contract number you prefer.

- #1 Save 25% on basic rate • Advertise all 7 issues  
*Prepayment required prior to 1st ad ran.*
- #2 Save 20% on basic rate • Advertise all 7 issues  
*Billed monthly.*
- #3 Save 15% on basic rate • Advertise at least 3 issues  
*Prepayment required prior to 1st ad ran.*
- #4 Save 10% on basic rate • Advertise at least 3 issues  
*Billed monthly.*

- It is my understanding that I am to furnish ad copy for my scheduled ads before the ad copy deadline.
- In the event that I do not, I hereby authorize the staff of the *Breeders Digest* to prepare an ad for me from the information available.
- I understand that the ABA, CWSRA, NHHA, PCRA, and/or the NSSR will not be responsible for any errors in any ad that is received by phone.
  - Discounts apply to advertising space only.
  - The staff has the right to edit ad copy.

### ADDITIONAL CHARGES:

Photographs - \$10/photo • Special Artwork - \$10 • **All Color - NO CHARGE**

ISSUE	EMPHASIS	DEADLINE	MAIL DATE
June	<b>Berkshire &amp; CPS Herd Sire Issues</b> , Member Features, NBS <sup>®</sup> Details, Berkshire Herd Sire Listing	April 27	May 27
July	The Exposition Results	June 15	July 6
August-September	<b>Fall Show Pig Issue</b> , STC Results, Fall Classic Details	July 13	August 10
October-November	The Midwestern Results, The National Results	Sept. 18	Oct. 12
December 2020 - January 2021	<b>Brood Sow Issue</b> , Fall Classic Results, SWTC Details	Oct. 27	Nov. 23
February-March 2021	<b>Spring Show Pig Issue</b> , The Exposition Details	Jan. 3	Jan. 31
April - May 2021	<b>Youth Issue</b> , SWTC Results, STC Details	March 5	March 31

**CONTRACT ISSUES:** You may use variable sizes of ads within a year's contract. For any issue, you can change the ad size to larger than contracted (receive contract rate), but may not change to smaller than originally contracted.

AD YEAR	AD SIZE	ISSUE
_____	_____	June
_____	_____	July
_____	_____	Aug.-Sept.
_____	_____	Oct.-Nov.
_____	_____	Dec. 2020-Jan. 2021
_____	_____	Feb.-March 2021
_____	_____	April-May 2021

### ADVERTISER CONTACT INFORMATION:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (    ) \_\_\_\_\_ Fax (    ) \_\_\_\_\_

E-Mail \_\_\_\_\_

Signature \_\_\_\_\_

Breeder File No. \_\_\_\_\_ Herd Mark \_\_\_\_\_

Breed(s) \_\_\_\_\_

Amount Enclosed \_\_\_\_\_ Date \_\_\_\_\_