

BREEDERS *Digest*

Official publication of the Berkshire, Chester White, Poland China and Spotted Swine Associations

2010 Advertising Contract

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

Size	Column Inches	Non-Contract Rate	Contract #1 25%	Contract #2 20%	Contract #3 15%	Contract #4 10%
1/4	7.5	\$77	\$58	\$62	\$65	\$69
1/3	10	100	75	80	85	90
1/2	15	132	99	106	112	119
2/3	20	176	132	141	150	158
3/4	22.5	198	148	158	168	178
1	30	248	186	198	211	223

CONTRACT DESCRIPTIONS: Please circle the contract number you prefer.

#1 Save 25% on basic rate • Advertise for a full year (6 issues)

Prepayment required prior to 1st ad ran.

#2 Save 20% on basic rate • Advertise for a full year (6 issues)

Billed monthly.

#3 Save 15% on basic rate • Advertise half year (3 issues)

Prepayment required prior to 1st ad ran.

#4 Save 10% on basic rate • Advertise half year (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, 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 - \$6/photo • Special Artwork - \$6 • Color - \$30/page • 4-Color - \$285/page

ISSUE	EMPHASIS	DEADLINE	MAIL DATE
Jan. - Feb.	SWTC Entry Blanks, Fall Classic Results	Nov. 15	Dec. 26
March - April	WPX Entry Blanks, Spring Sales	Jan. 15	Feb. 25
May - June	Berkshire Herd Sire Issue, SWTC Results, STC Entry Blanks	March 15	April 25
July - Aug.	CPS Herd Sire Issue, NBS Entry Blanks	April 15	May 25
Sept. - Oct.	Junior and Fall Show Pig Issue, WPX Results, STC Results, Fall Classic Entry Blanks	July 15	Aug. 25
Nov. - Dec.	NBS Results, State Fair Results	Sept. 15	Oct. 25

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 original contracted.

**AD
YEAR**

**AD
SIZE**

ISSUE

ADVERTISER CONTACT INFORMATION:

Name _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

E-Mail _____

Signature _____

Breeder File No. _____ Herd Mark _____

Breed _____

Amount Enclosed _____

Jan. - Feb.

March - April

May - June

July - Aug.

Sept. - Oct.

Nov. - Dec.