

BREEDERS *Digest*

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

2012 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 • 1 Additional Color - \$30/page • 4-Color - \$285/page

ISSUE	EMPHASIS	DEADLINE	MAIL DATE
Jan. - Feb.	Fall Classic Results, SWTC Entry Blanks	Nov. 22	Jan. 6
March - April	Spring Show Pig Issue , WPX and STC Entry Blanks	Jan. 20	Feb. 27
May - June - July	Berkshire & CPS Herd Sire Issues , SWTC Results, Family Features, NBS® Entry Blanks	March 12	May 1
Aug.	WPX Results, STC Results	July 3	Aug. 6
Sept. - Oct.	Fall Show Pig Issue , State Fair Results, Fall Classic Entry Blanks	Aug. 18	Sept. 7
Nov. - Dec.	NBS® Results, Team Purebred Fall Show Reports	Sept. 20	Oct. 29

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 _____ Date _____

Jan. - Feb.

March - April

May - June

July - Aug.

Sept. - Oct.

Nov. - Dec.