

Pinscher Patter Advertising Rates

ONE-TIME RATES COLOR ADS:

Front cover: \$350

Back cover: \$300

Front and back cover combined: \$600

Inside front cover: \$200

Inside back cover: \$200

Centerfold: \$350

One page: \$150

CONTRACT RATES COLOR ADS:

Contracts are for **three consecutive insertions**. A deposit to cover two insertions is required.*
(That means your third ad is already paid for!) *Deposits are non-refundable.

Inside front cover: \$175

Inside back cover: \$175

Centerfold: \$300

One page: \$120

Note: Pinscher Patter will not accept ads that promote a particular opinion, agenda or solicit signatures for petitions. Also, advertising in Pinscher Patter is for MPCA members. If approved by the club, non-member and commercial ads will be accepted at 150 percent of the above rates. Ad space will not be held without payment. Deposits are non-refundable. Fee for NSF checks \$25.

How to Advertise/Payment Information

To reserve your ad in Pinscher Patter, contact Susan Hurrell at daybreakd@me.com.

Send your check or money order (USD) payable to MPCA to Chris Smith, 30906 N 224th Drive, Wittman, AZ, 85361 or pay via Zelle using the account mpcatreasury@gmail.com or PayPal using the account mpca_treasurer@minpin.org.

Log on to www.paypal.com and send funds to **mpca_treasurer@minpin.org**. If using PayPal, please add 4 percent to the cost of the ad to cover PayPal charges, plus put a description of the ad you are paying for in the "Message Line."

No ads will be put into production until the MPCA Treasurer receives payment in full.

Pinscher Patter Advertising Specifications

Ads Created by Pinscher Patter

The Pinscher Patter designer can create a **Basic Ad** for you (maximum 3 photos, no extensive photo editing). Send your text & photos in an e-mail to Susan Hurrell.

If you wish to have a full custom designed layout (more than 3 photos, extensive photo editing, new artwork/logo), please email Susan your request for a MPCA member discounted design fee based on your layout.

A PDF proof of your ad will be e-mailed to you for approval before publication. Include your e-mail address with all ads! A tear sheet of your ad will be sent after publication.

Camera-Ready Ads and Scans

Camera-ready ads from your designer and scans can be e-mailed to daybreakd@me.com, they must be 300-dpi or higher and saved as jpg or PDF files. PDFs must have fonts embedded. For files too large to email, please contact Susan for an easy link to upload files directly to her.

Ad Specifications: Page size is 5.5" x 8.5" with 1/8" bleed added to all four sides. Keep all type ¼" away from the edge.

Word documents are not acceptable as camera-ready ads, they can be used just to give direction. Graphics & photos embedded in Word docs cannot be used and must be sent separately as jpg or PDF files. Ads sent as Word documents will be recreated by the Pinscher Patter designer.

Questions? E-mail Susan Hurrell at daybreakd@me.com