

Connect with Your Customers. Advertise with...

# Red Dog Publishing



*Publishers of Prescott Dog Magazine, Flagstaff-Sedona Dog Magazine, and Kidz Zone Magazine. Our pet publications are dedicated to promoting the human/animal bond while raising awareness of shelter and rescue animals.*

## About Us

The Prescott Dog and The Flagstaff-Sedona Dog magazines are free, full color, bimonthly publications that connect the canine, feline, and equine communities in Northern Arizona. We celebrate the ways in which our companion animals enrich our lives. In addition, we provide tools and education to help their guardians care for them, along with heartwarming stories about their time with us.

Through the help of our advertisers and sponsors, we support rescue and shelter animals by increasing awareness of local adoptable animals and fundraising events. We also keep you informed about fun activities for you and your companions to enjoy together.

Affiliate your business with a highly local publication devoted to pets, the people that love them.

## What Advertisers Are Saying

*"The Prescott Dog is absolutely the best way to stay in touch with the many pet 'parents' and pet 'grandparents' in the quad-city area. We have advertised with The Prescott Dog since their inception (12 years ago) and continue to be strong supporters of their message. We look forward to taking further advantage of their growing influence.*

*~Steve Sischka*

*Olsen's Grain Marketing & Advertising Director*

## Important Information

◆ The Prescott Dog and The Flagstaff-Sedona Dog magazines are published every other month

and delivered to distribution points on or before the first day of the publication month. Complete distribution lists are available on our websites at PrescottDog.com and FlagstaffSedonaDog.com.

- ◆ All issues of both magazines are also available on our websites. This gives your message added reach beyond the current edition.
- ◆ Our magazines are printed in full color on High Bright Newsprint. The size is approximately 10.5" wide x 14.5" high.
- ◆ Payment for advertising is due for the first placement upon signing our advertising agreement. Thereafter, each client is billed prior to each subsequent edition. Ads must be paid before the publication goes to print.

## Feature Sponsorships

You have the opportunity to sponsor special features throughout our publication. Features include:

- A Celebration of Life
- Scenes from the Dog Park
- Community Calendar
- Cats for Adoption
- Dogs for Adoption
- Dogs in Blue: The K-9 Beat
- Healthy Pets
- Horse Sense
- Horses for Adoption
- Kids & Animals
- On the Trail
- Pet-Friendly Establishments
- Rescue Tales
- Training
- Traveling with Pets

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# PRESCOTT **DOG** MAGAZINE

Issue	Copy/Ads Due	Release
Jan/Feb	December 1	January 1
Mar/Apr	February 1	March 1
May/June	April 1	May 1
July/August	June 1	July 1
Sept/Oct	August 1	September 1
Nov/Dec	October 1	November 1

# FLAGSTAFF SEDONA **DOG** MAGAZINE

Issue	Copy/Ads Due	Release
Feb/March	January 10	February 1
April/May	March 10	April 1
June/July	May 10	June 3
Aug/Sept	July 10	August 1
Oct/Nov	September 10	October 1
Dec/Jan	November 10	December 2

## Print Advertising Rates

All Ads Full Color	3 Editions	6 Editions
Full Page	\$850	\$800
1/2 Page	\$600	\$550
1/4 Page	\$400	\$350
1/8 Page	\$300	\$250
Feature Sponsorship	\$400	\$350
Pet Resource Listing	---	\$250
Premium Positions	3 Editions	6 Editions
Inside Front or Page 3	\$1,000	\$950
Back Cover	\$1,050	\$1,000
Opening	\$900	\$850

## Digital Advertising Rates

Front Page 300 x 250	\$75/month
Front Page 1080 x 200	\$150/month
Sitewide Sidebar 300 x 200	\$150/month

## Print Advertising Rates

All Ads Full Color	3 Editions	6 Editions
Full Page	\$650	\$600
1/2 Page	\$500	\$450
1/4 Page	\$325	\$275
1/8 Page	\$225	\$200
Feature Sponsorship	\$325	\$300
Pet Resource Listing	---	\$250
Premium Positions	3 Editions	6 Editions
Inside Front or Page 3	\$800	\$750
Back Cover	\$850	\$800
Opening Pages	\$700	\$650

## Digital Advertising Rates

Front Page 300 x 250	\$75/month
Front Page 1080 x 200	\$150/month
Sitewide Sidebar 300 x 200	\$150/month

## Ad Sizes

Diagram illustrating ad sizes:

- FULL PAGE:** 9.5" w x 12" h
- HALF PAGE VERTICAL:** 4.25" w x 12" h
- HALF PAGE HORIZONTAL:** 9.5" w x 5.625" h
- 1/4 PAGE:** 4.625" w x 5.625" h
- 1/8 PAGE:** 4.625" w x 2.625" h
- FEATURE SPONSOR:** 9.5" w x 1.75" h

## Pet Resource Guide Listing

The 3"x1" Pet Resource listing is designed for small businesses that want to reach pet parents. The full-color template includes your business name, address, phone, web address, email address, and a logo, graphic or photo in one pet-resource category. Price is \$250 per year, six consecutive publications.

## Non-Profit Discount

Non-profit organizations receive 20% off.

## Design Rates

1/8 PAGE	\$35
1/4 PAGE	\$50
1/2 PAGE	\$65
FULL PAGE	\$80
DIGITAL ADS	\$75