

DOG NEWS MAGAZINE

Oyster Bay Publications,
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Oyster Bay, NY 11771
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email:advertising@dognews.com

PREFERRED PAGES - 4/COLOR

Page 3 \$1500.00

Page 5 \$1400.00

Page 7 \$1350.00

First Spread (Pages 8 & 9) \$1950.00

Page 11 \$1250.00

Second Spread (Pages 12 & 13) \$1900.00

Page 15 \$1175.00

Third Spread (Pages 16 & 17) \$1850.00

Page 19 \$1100.00

Fourth Spread (Pages 20 & 21) \$1700.00

Page 23 \$1050.00

Fifth Spread (Pages 24 & 25) \$1650.00

Page 27 \$975.00

Sixth Spread (Pages 28 & 29) \$1600.00

Page 31 \$900.00

Seventh Spread (Pages 32 & 33) \$1500.00

Page 35 \$800.00

Eighth Spread (Pages 36 & 37) \$1400.00

Dog News Magazine Advertising Rates

As of January, 2026

COVERS - FOUR COLOR:

Front Cover: By Reservation

Cover 2: \$2000.00 By Reservation • (Inside Front Cover)

Cover 3: \$1400.00 By Reservation • (Inside Back Cover)

Cover 4: By Reservation

PAGE RATES:

Full Page (Four Color) : \$500.00 (Two-pages \$950)

Full Page (Black & White): \$300.00

Half Page (Black & White) : \$200.00

Kennel Club Advertising: \$300.00

ADDITIONAL CHARGES

NOTE: No extra charge for additional DIGITAL photos submitted via email

Additional Color Photographs - \$100.00 each

Additional Black & White Photographs - \$25.00 each

B/W PAGE with Additional Color \$125.00

NO ADDITIONAL CHARGE FOR DESIGN AND PREVIEW SERVICE

DOG NEWS PAGE SPECIFICATIONS:

SINGLE PAGE DOCUMENT SIZE:

8.75" wide x 11.25"

Page Trims at: 8.25" wide x 10.75"

Live Area: 7.25" wide x 9.75"

SPREAD DOCUMENT SIZE:

17" wide x 11.25"

Page Trims at: 16.5" wide x 10.75"

Live Area: 15.5" wide x 9.75"

PLEASE SUBMIT FILES AS FLATTENED, CMYK, 300 DPI: PDF, TIF, OR JPEG

ALL DIRECTORY & CLASSIFIED ADS MUST BE PREPAID

BREEDER'S DIRECTORY and HANDLER'S DIRECTORY: \$350.00

One-year insertion includes subscription plus listing on the dognews.com website

CLASSIFIED ADVERTISING:

2 Months - \$300.00 • 3 Months - \$400.00 • 6 Months - \$700.00

**DEADLINE FOR ALL ADS IS FRIDAY, 12 Noon, For The Following Friday's publication.
Dog News Is Mailed Every Friday.**

Commercial Rate Card Available Upon Request • Payments must accompany order, or the billed rate will apply. As a courtesy to our advertisers, we accept Visa, MasterCard, American Express & Discover. Please include card number, expiration date and security code.

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