

K-9 COP MAGAZINE™

FOR POLICE AND MILITARY WORKING DOG HANDLERS

Distinguished • Discussed • Discounted

Distinguished.

K-9 COP Magazine is the first comprehensive working dog magazine for police and military professionals. Here you'll find authoritative articles by industry leaders on every facet of the working dog industry. Never before have all aspects of the working dog world come together in one publication.

The magazine is published bi-monthly, with 5500 magazines printed each issue that are beautifully designed and laid-out in full color. It is the largest publication in the industry with at least 100 pages each issue.

Discussed.

In every edition of **K-9 COP Magazine** you'll find thought-provoking editorial about new ideas, innovative equipment, fresh approaches to training techniques, useful how-to information, and commentary on every element of working dogs for police and military applications.

Discounted.

Advertising your company or services to the working dog industry just got a little easier. Your ad placement in **K-9 COP Magazine** puts you in front of thousands of industry readers. **K-9 COP Magazine** delivers professionals and working dog enthusiasts to your door and at a price below that of many other publications!

ISSUE	AD CLOSE
Jan/Feb	Dec 3
Mar/Apr	Feb 4
May/June	April 8
July/Aug	June 3
Sept/Oct	Aug 5
Nov/Dec	Oct 7



Submit photos and articles to K-9 COP Magazine!

K-9 COP Magazine welcomes your editorial input! To submit an article to **K-9 COP Magazine**, you can send the completed submission to the e-mail below. Articles of varying lengths will be accepted, but a minimum of 1200 words is appreciated. Around 2500 words is average. If you are interested in writing an article on a specific topic and would like to discuss possible inclusion in **K-9 COP Magazine**, you can reach us by e-mail or by phone. Submit your upcoming events to included in our *Calendar of Events* section. Articles should be submitted electronically via e-mail or on disc in the following formats: Word, Text, or in e-mail. **No WordPerfect or Publisher files, please.** Images accompanying articles should be converted to CMYK and **MUST** be saved at 300 dpi. Feel free to submit your editorial articles or ideas at any time!



All advertisers receive a free banner ad on our website!

7660 Old US Highway 45, Boaz, KY 42027 • Phone 270-534-0500 • Fax 270-554-0514 • info@k9copmagazine.com • www.k9copmagazine.com

[**K-9 COP Magazine** is a publication of Largo Communications, Inc.]

K-9 COP MAGAZINE™

FOR POLICE AND MILITARY WORKING DOG HANDLERS

5500 magazines published bi-monthly, always printed in full color and an average of 100 pages each issue.

ADVERTISING RATES

4-COLOR ADS		
Full-Page	\$1,295	per issue
2/3-Page	\$995	per issue
1/2-Page	\$795	per issue
1/3-Page	\$495	per issue
1/6-Page	\$295	per issue
COVERS		
Outside Back	\$1,695	per issue
Inside Front Left	\$1,595	per issue
Inside Front Right	\$1,495	per issue
Inside Back	\$1,395	per issue

WEEKLY E-NEWSLETTER News Bites	(spaces limited/ads rotated weekly)	
Banner Ad [460 x 70 pixels]	free	weekly
Tower Ad [260 x 310 pixels]	free	weekly

ADVERTISING SIZES

Magazine page size is 8.375" x 10.75", Bleed is .125" around.	WIDTH	HEIGHT
Full-Page Printable Area ¹	8.125"	10.500"
Full-Page Full-Bleed ²	8.625"	11.000"
2/3-Page Vertical	4.750"	9.750"
2/3-Page Horizontal	7.375"	6.750"
1/2-Page Vertical	4.750"	7.250"
1/2-Page Horizontal	7.375"	4.750"
1/3-Page Vertical	2.250"	9.750"
1/3-Page Square	4.750"	4.750"
1/6-Page Vertical	2.250"	4.750"
1/6-Page Horizontal	4.750"	2.250"
Exchange Banner Ad ³	460px	70px
E-Newsletter Banner Ad ³	460px	70px
E-Newsletter Tower Ad ³	260px	320px

¹ The content of your design should fit within these dimensions.

² To allow for full bleed printing, any color that extends to the edges of the page should reach these dimensions beyond the printable area. BLEEDS ARE ONLY ACCEPTED FOR FULL-PAGE ADS.

³ Electronic ads are to be 72dpi resolution.

Design

K-9 COP Magazine can assist with the design of ads at a charge of \$50/hour (one-hour minimum charge). Most ads take 1-2 hours for completion.

Digital Requirements

FORMAT REQUIREMENTS

We ONLY accept digital ads created with the following programs: Acrobat (PDF), InDesign, Illustrator, and Photoshop. No Publisher files will be accepted. We will accept the following formats: jpg (hi-res), eps, psd, pdf or tiff. All graphics/images should be converted to CMYK and MUST be saved at 300 dpi. We cannot guarantee the color accuracy of RGB images. Ads created in InDesign must include all necessary supporting files used, including photographs, graphics and fonts.

AD SUBMISSION

Ad files may be submitted via our FTP site:
<ftp://www.k9copmagazine.com>
 User Name: k9copmag
 Password: Magazine09

E-MAIL ATTACHMENTS

Submit via e-mail by sending to: Art Director at graphics@k9copmagazine.com. Please be sure to include company name, contact phone number, ad size and desired run dates in the message.

FILES ON CD

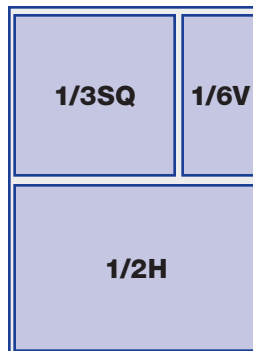
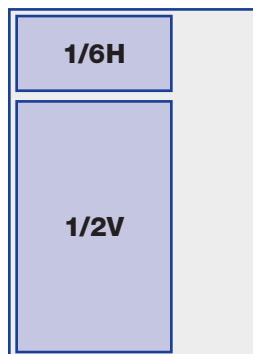
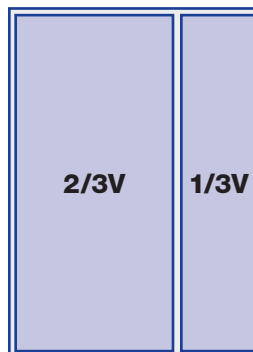
Files and hard copy proofs may be sent to the address below.

NOTE: Any excessive computer work necessary to properly output the ad will be billed at the hourly rate of \$50.

Direct advertising inquiries to 270-534-0500 or info@k9copmagazine.com

Contract and Copy

Advertiser assumes liability for all ad content. Although we try to accommodate ad placement requests, it is not always possible, therefore ad position is at the discretion of the publisher. Ad placements are rotated (front/center/back) each issue, unless specific placement is purchased (ie. cover pages).



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Advertiser Information

Advertiser Name _____

Contact Name _____

Contact Title _____

Contact Phone Number _____

Contact E-Mail _____

Advertising Information

1. Ad Size _____ Ad rate per issue \$ _____

- Jan/February March/April May/June
 July/August Sept/October Nov/December

2. Ad Size _____ Ad rate per issue \$ _____

- Jan/February March/April May/June
 July/August Sept/October Nov/December

Production charge agreed upon \$ _____

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(spaces limited/ads
rotated weekly)

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- Camera ready or electronic art to be furnished (CMYK/300dpi)

Ad to be prepared from non-camera ready materials at \$50 per hour (minimum \$50).

Contact our production department if you have any questions or requests. (270-534-0500)

Billing Information

Payment Method: Credit Card [Visa MasterCard Discover American Express]
 Check/Money Order (work is not completed until check is received.)

Name (as it appears on card): _____

Card Number: _____ Expiration Date: _____

Billing Address: _____

City: _____ State/Province: _____ Zip _____ Country _____

Phone: _____ Fax: _____

E-mail: _____

Approved By (please print): _____

Signature: _____ Date: _____

NOTE: This contract is considered legally binding based on the information listed above that was verbally discussed and agreed upon between the publisher and advertiser contact. Any cancellation to the contract must be written or faxed to Publisher (see Publisher's address and fax number below). Full payment will be billed prior to publication. Any amount not paid within 15 days will result in a 15% interest assessment.

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