

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.

Discussed.

In every edition of **K-9 COP Magazine** you'll find through-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!

<i>Issue</i>	<i>Ad Close</i>
Feb/Mar	Jan 8
April/May	Mar 5
June/July	May 11
Aug/Sept	July 3
Oct/Nov	Sept 4
Dec/Jan	Nov 6

All advertisers receive a free banner ad on our website!

Submit an article to K-9 COP Magazine!

K-9 COP Magazine welcomes your editorial input! If you would like to submit an article to **K-9 COP Magazine**, you can send the completed submission to the email below. Articles of varying lengths will be accepted. Or if you have an interest 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 email or by phone. We are also interested in upcoming events. 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! Call us at 270-534-0500 or email us at info@k9copmagazine.com

K-9 COP Magazine

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

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Advertising Rates

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

Back	\$1,695 per issue
Inside Front Left	\$1,595 per issue
Inside Front Right (Page 1)	\$1,495 per issue
Inside back	\$1,395 per issue

<i>K-9 Market Place</i>	<i>(spaces limited)</i>
Business Card Ads	\$195 per issue

Design

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

Digital Requirements

We can ONLY accept digital ads created with the following programs: QuarkXPress, InDesign, Illustrator, and Photoshop. 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 layout programs (QuarkXPress & InDesign) must include all necessary supporting files used, including photographs, graphics and fonts. We can also accept PDF files but in some cases we will need the original working files to complete the ad. We accept digital files on CD or by e-mail (see below).

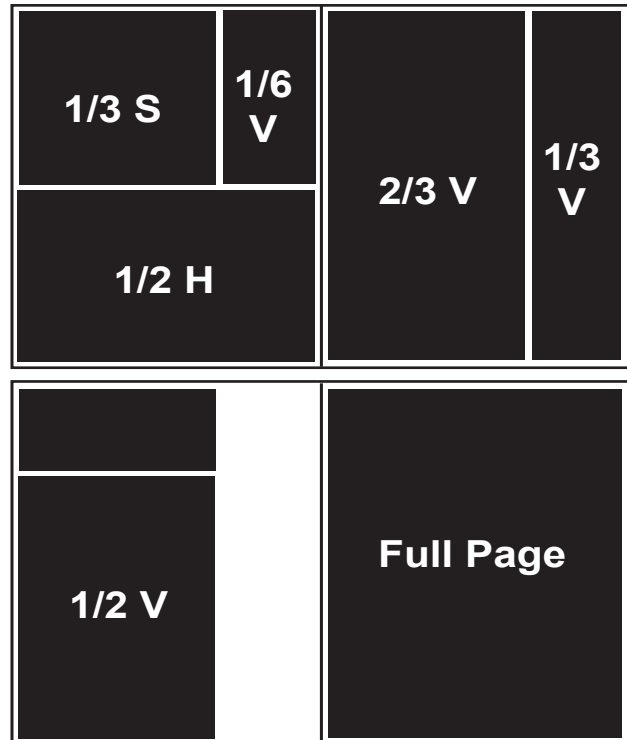
Note: Any excessive computer work necessary to properly output the ad will be billed at the hourly rate of \$50.

E-mail Attachments

We can accept ads via email by sending to: Suzanne Kafer, Art Director, at graphics@k9copmagazine.com. Please be sure to include the company name and ad size in the email message.

**Direct advertising inquiries to
270.534.0500 or info@k9copmagazine.com**

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



Advertising Sizes

	Width	Height
Full page		
<i>printable area*</i>	8.300"	10.680"
<i>full bleed doc size**</i>	8.625"	11.000"
2/3 vertical	4.750"	9.750"
2/3 horizontal	7.375"	6.750"
1/2 vertical	4.750"	7.250"
1/2 horizontal	7.375"	4.750"
1/3 vertical	2.250"	9.750"
1/3 square	4.750"	4.750"
1/6 vertical	2.250"	4.750"
1/6 horizontal	4.750"	2.250"
Banner Ad <small>(web resolution is 72 dpi)</small>	460 pixels	70 pixels

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

***To allow for full bleed printing, any color that extends to the edges of the page should reach these dimensions beyond the printable area.*

Contract and Copy

Advertiser assumes liability for all ad content. Ad position is at the discretion of the publisher.

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Advertiser Information:

Advertiser Name: _____

Ad Size _____ Ad rate per issue: \$

6x rate 3x rate 1x rate

Issues in which ads will run:

- February/March April/May June/July
 August/September October/November December/January

Camera ready or electronic art to be furnished

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

Production change agreed upon \$

Contacted by Phone _____ Date: _____

Sales Representative: _____

Authorized by: _____ Date: _____

Billing Address: _____

Phone: _____ Fax: _____

Email: _____

*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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