



3660 Soquel Dr. Soquel, CA 95073
sales@greatdanegazette.com 888-354-3263

Advertising in the Great Dane Gazette

Thank you for considering advertising in the Great Dane Gazette. We are the largest read and circulated Great Dane breed magazine in print. Great Dane Gazette is also sent gratis to all judges licensed to judge Great Danes and all Working Group judges.

You have the option of having the Great Dane Gazette staff create your advertisement using the materials and direction you provide or you can create the advertisement yourself in a camera ready format. To reserve your ad space visit our website or email sales@greatdanegazette.com.

GreatDaneGazette.com

All advertising in the Great Dane Gazette appears on the GreatDaneGazette.com galleries free of charge.

Pricing:

Front Cover \$1100

The front cover includes an additional inside full color page.

Back Cover \$750

Inside Front Cover \$500

Inside Back Cover \$400

The inside back cover and the facing page are offered at a discounted rate of \$500. No additional discounts apply.

Full Page Color \$300

Full Page Black and White \$150

Half Page Color \$199

Handlers Directory \$99 Yearly

Stud Dog Directory \$195 Yearly

Litter Box Listing Free listing. Additional online page is \$30

Additional discounts available:

1. Camera Ready Discount 10%
2. Four pages increments 25% (this converts to “Buy 3 pages get 1 Page Free”)
3. Club Advertising 50%
4. Discounts do not apply to covers or inside covers.

Calendar:

Great Dane Gazette Issue	Advertising Deadline	Mail Date
Feb/Mar 2011	January 15, 2011	February 2011
Apr/May 2011	March 15, 2011	April 2011
Jun/Jul 2011	May 15, 2011	June 2011
Aug/Sep 2011	July 15, 2011	August 2011
Oct/Nov 2011	Sept 15, 2011	Oct 10, 2011
December 2011	Nov 25, 2011	December 2011

Specifications:

There are no limits to photos and copy on any single page.

Full Page Advertisement: Trim size: 8 ½ “ x 11” Bleed Size 8 ¾ x 11 ¼ Safe Zone 8 ¼ x 10 ¾

Half Page Advertisement: 8 ½” x 5 ½”

Stud Dog Directory: 2 ½” x 8” box with one image and copy including pedigree

Litter Box: 1” x 8” box with one image and copy including sire and dam

Handler Directory: 2 ½” x 8” box with one image and copy.

If Great Dane Gazette is building your advertisement:

We would love to build your ad for you. We enjoy creating fun and informative ads. We need your help to do a good job though. Below are some basic guidelines to follow when putting together your layout and materials.

1. Layout. Provide us with a basic idea of what you have in mind as a layout. The best way to do this is in a Word document but if that fails draw a layout on a piece of paper. Typed copy in an emailed document is much more precise and accurate allowing us to copy and paste your words. Reducing errors.
2. Photos. If you have scanned images we would like you to evaluate what you have before emailing. They should be full size (whatever size you expect them to be on the ad) and 300 dpi. We cannot emphasize to you the importance of a full size image for print media. The larger your image the better it will look on paper. We would prefer you send us the original photo so we can scan it on our commercial scanners and provide you with the best end result. All photos are returned to you after publication.
3. Remember that there is a limit to the amount of information that can be effectively presented on a 8 ½ x 11 inch piece of paper. If you need two pages don't be bashful.
4. If you have concerns or questions please contact glenn@greatdanegazette.com for help.

Once you get all of your materials to us we will build your ad and email a proof. You can make as many adjustments and changes as necessary. We want to communicate with you, we want to hear from you. In the end, if you are not happy the project was a failure.

Camera Ready Specifications:

Camera ready means that your ad requires that our staff spend no time on layout, copy, changes or design. When building your ad remember that printed media is much different than web. Your images must be much large and of much higher resolution. What looks good on a computer monitor may be very fuzzy and pixilated on a printed page. Your original photos should be scanned at full size and 300 dpi resolution. As a guide, when you are done with the ad it should be at least 20 megs in color or 7 megs if black and white. Use this as a guideline.

1. Trimmed page size is 8 ½" x 11"
2. If you provide a bleed please make your page size 8¾" x 11¼" and have the background overlap.
3. Keep all important images and copy within 8¼" x 10¾". Items outside this area could be lost or trimmed at the printer. We like to call this area the "Safe Zone".
4. Keep in mind that there is a 10% dot gain in printing and that dark images will print even darker. Reduce exposure to compensate. A black dog in a photo with shadows will need work!

Send us your ad in one of these two formats only

1. Native Photo Shop file un-flattened and fonts included. Preferred incase adjustments are required.
2. Flattened TIFF. If you are sure everything is perfect and our staff doesn't need to make adjustments.

Sending your files and photos to Great Dane Gazette

1. Snail Mail: Mail to Great Dane Gazette 3660 Soquel Dr., Soquel, CA 95073
2. Email: Only files less than 20 megs. Email to art@greatdanegazette.com
3. FTP: Use an FTP manager to upload your files to our server. This is the preferred way of transferring large files. The ftp address is **173.164.213.205** User name is gdupload and the password is fancyK9. Once you have uploaded your files please email glenn@greatdanegazette.com letting me know the files are on our server. I will let you know that everything has been received in good order.

Contacting us:

Help with or questions about reserving your ad:

sales@greatdanegazette.com

Technical support regarding your ad:

support@greatdanegazette.com

Contacting Lorraine about anything:

lorraine@greatdanegazette.com

Emailing your smaller ad copy and files.

art@greatdanegazette.com

If you need to call:

General toll free phone number:

888-354-3263

Contact Glenn directly:

831-332-2527

I encourage you to call me directly with any questions or concerns. We are geared for communication. We want to talk to you and we need your input.