

303-859-1996 | www.coloradocaninemagazine.com | info@coloradocaninemagazine.com

Colorado Canine Magazine FOR ADVERTISERS

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- ◀ Rate Sheets & Ad Prices
- ◀ Terms & Conditions
- ◀ Client Contracts



Scan with your Smartphone & Link Directly to
www.ColoradoCanineMagazine.com!



WANTED

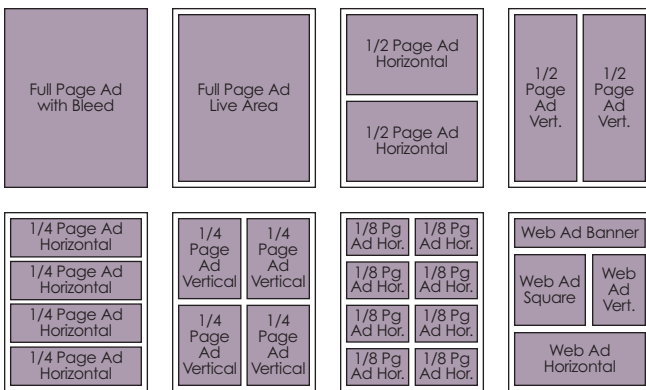
Colorado Canine Magazine

Pub Size: 8.375" x 10.75"

advertisement mechanical requirements

Ad Size Description	Width x Height
Full Page Ad Trim Size:	8.375" x 10.75"
Full Page Ad with Bleed:	8.625" x 11"
Full Page Ad Live Area:	7.375" x 9.75"
1/2 Page Horizontal Ad:	7.375" x 4.75"
1/2 Page Vertical Ad:	3.562" x 9.75"
1/4 Page Horizontal Ad:	7.375" x 2.25"
1/4 Page Vertical Ad:	3.562" x 4.75"
1/8 Page Horizontal Ad:	3.562" x 2.25"
Web Site Ad — Banner:	(420 x 90 pixels) 5.833" x 1.25"
Web Site Ad — Square:	(154 x 154 pixels) 2.139" x 2.139"
Web Site Ad — Vertical:	(154 x 308 pixels) 3.562" x 4.278"
Web Site Ad — Horizontal:	(255 x 130 pixels) 3.542" x 1.806"

advertisement mechanical diagram



color specifications & resolution — print

- All colors used in the supplied file must be a **4-color process** build, **CMYK** (cyan, magenta, yellow and black).
- All photos and graphics must be **4-color process** only and/or black and white. **DO NOT** use Pantone (PMS) or spot colors.
- All images, graphics and logos used must be **300 dpi** (150 lpi), **high-resolution**, professional scans or electronic artwork.

supplying electronic materials

- Ads that are 10MBs or smaller in size should be e-mailed directly to info@coloradocaninemagazine.com. Ads larger than 10MBs must be hand-delivered or shipped by mail. Please contact us for details.

contacts for mailing materials

- If you'd like to mail or drop-off advertiser disks, artwork and/or electronic materials, please contact us ahead of time for our current mailing address and/or store location(s).
- Please address all advertising materials to the following attention: Peter A. DiPersio, *Colorado Canine Magazine*

rich black builds — print

- When using a rich black, we recommend a build of **40% cyan, 30% magenta, 30% yellow and 100% black**.
- If the advertiser does not follow this rich-black formula, *Colorado Canine Magazine* and *DiPersioDesign* will not be liable for the density of the rich-black build in print.

we accept the following electronic files

- Electronic files sent via e-mail (10MB or smaller is size)
- Formatted CDs and DVDs
- USB flash drives and/or jump drives (**Macintosh** formatted)
- FTP file transfer (Fetch® or FileZilla®) or similar transfer program

artwork must meet these requirements

- Adobe Photoshop® (version CS2-CS5) for **Macintosh** OSX, 10.0 – 10.7
- Adobe Illustrator® (version CS2-CS5) for **Macintosh** OSX, 10.0 – 10.7
- Adobe InDesign® (version CS2-CS5) for **Macintosh** OSX, 10.0 – 10.7
- Adobe Acrobat® (any version) or **high-resolution** PDF file(s)

advertisement materials to include

- The creator, owner and publisher of *Colorado Canine Magazine*, *DiPersioDesign*, uses a Macintosh platform for all designs, graphics, artwork and fonts. Please provide any and all materials accordingly.
- Please include a color proof whenever possible, regardless of the file format and artwork resolution.
- Screen and printer versions of all fonts used in **Macintosh** format.
- All support files including logos, illustrations, photos, embedded graphics and fonts for **PDF** files, and **Illustrator®** documents.
- Please submit your ad in a single, **high-resolution** file as a **INDD**, **PDF**, **TIF**, **JPG** or **EPS**. We can not accept any other format.
- We **DO NOT** guarantee output of files with fonts using **non-vector** based art. (Example: Photoshop® TIF, EPS or PICT).

ad design & production fees

- Charges **MAY BE** assessed for electronic file intervention involving major production changes and/or altering supplied ad materials.
- However, if ad materials are supplied or built by *DiPersioDesign* or *Colorado Canine Magazine*, extra production fees **WILL NOT** be added.
- Please contact *Colorado Canine Magazine* Advertising and Production Coordinator **Peter A. DiPersio** for a comprehensive rate sheet and/or break-down of production and advertisement design rates.

Colorado Canine Magazine is a contract publication of *DiPersioDesign*. Any reproduction without written permission is strictly prohibited. Every effort was made to ensure accuracy of information in the publication herein as of press time. However, *Colorado Canine Magazine* and *DiPersioDesign* assume no responsibility for errors, changes or omissions. *Colorado Canine Magazine* is published each quarter by *DiPersioDesign*. *Colorado Canine Magazine* and *DiPersioDesign* make no endorsement, representation or warranty regarding the suitability, quality or availability of any goods or services advertised or mentioned in this publication. Advertisements are approved by the subject companies. *Colorado Canine Magazine* and *DiPersioDesign* are not responsible or liable for any inaccuracy, omission or infringement of any third party's rights therein, or for personal injury or any other damage or injury whatsoever.

dipersiodesign
GRAPHIC DESIGN & PUBLICATION

DiPersioDesign, Graphic Design & Publication
Tel: 303-859-1996, Fax: 928-833-1996
www.dipersiodesign.com

COLORADO CANINE

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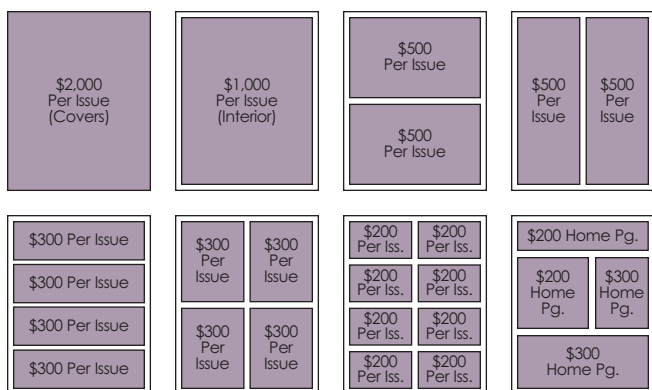
Price Guide & Agreement

Pub Size: 8.375" x 10.75"

advertisement rates by size per issue

Ad Size Description	Width x Height	Per Issue	Per Issue (1 Year)
Full Page Ad — Covers:	8.375" x 10.75"	\$2,000	\$1,500
Full Page Ad:	8.375" x 10.75"	\$1,000	\$750
1/2 Page Horizontal Ad:	7.375" x 4.75"	\$500	\$375
1/2 Page Vertical Ad:	3.562" x 9.75"	\$500	\$375
1/4 Page Horizontal Ad:	7.375" x 2.25"	\$300	\$225
1/4 Page Vertical Ad:	3.562" x 4.75"	\$300	\$225
1/8 Page Horizontal Ad:	3.562" x 2.25"	\$200	\$150
Web Site Ad — Vert. & Hor.:	(per quarter, 3 months)	\$300 (home)	\$200 (other)
Web Site Ad — Ban. & Sqr.:	(per quarter, 3 months)	\$200 (home)	\$100 (other)

rates by size advertisement diagram



advertisement dates & deadlines

Seasonal Pub. Quarter	Ad Materials Deadline	Pub. Break Date
Spring Issue:	January 31st	March 1st
Summer Issue:	April 30th	June 1st
Autumn Issue:	July 31st	September 1st
Holiday Issue:	August 31st	November 1st

advertisement terms & agreements

In consideration of this mutual agreement and subject to the terms and conditions set forth herein, the advertiser will furnish advertising copy to *DiPersioDesign* for publication print into *Colorado Canine Magazine*. The advertiser hereby authorizes and places advertising space in the amount of _____ page (size) for _____ (number of) issues commencing with the _____ issue of the year _____. In consideration of the scheduled placement, *DiPersioDesign* agrees to charge the undersigned a total of \$_____ accordance with the current published rate sheet herein.

In the event that the advertiser does not use the minimum space required by this agreement, the advertiser agrees to pay for the space actually earned in accordance with the current published rate sheet for that publication.

Cancellation of space after deadline is prohibited and subject to the rate earned in accordance with the current published rate sheet.

All accounts are due upon receipt of invoice. Accounts not paid prior to the publication break date (actual break dates may vary) are considered past due. Client will be charged 10% interest each month thereafter.

This agreement cannot be invalidated by insertions in the wrong location, by omission, or by error. Publisher shall not be held responsible for omissions. Any errors will be equitably adjusted between advertiser and publisher.

DiPersioDesign and *Colorado Canine Magazine* reserve the right to reject or edit any and all copy submitted by the advertiser.

It is understood and agreed by the advertiser that *DiPersioDesign* retains exclusive rights to all artwork created by *DiPersioDesign* and/or the *Colorado Canine Magazine* staff, or artwork contained in art source publication in print, electronic or otherwise. The advertiser agrees not to authorize reproduction of said artwork in any other publication without the written consent of *DiPersioDesign*.

In the event of a legal dispute, all service charges, attorney fees and court costs incurred by *DiPersioDesign* and/or *Colorado Canine Magazine* in the collection of advertising charges will be paid by the advertiser.

This agreement pertains only to advertising placed expressly on behalf of the original advertiser. Under no circumstances will the advertiser resell advertising space to a third party.

Advertisements placed in other *DiPersioDesign* publications do not apply to fulfillment of this agreement.

Advertiser will indemnify and hold harmless *DiPersioDesign*, its officers, agents, employees and contractors for all contents supplied to publisher including text, representations and illustrations of advertisement printed, and for any claim arising from the contents including, but not limited to, defamation, invasion of privacy, copyright infringement and plagiarism.

This agreement may be amended or modified only by a writing signed by all parties herein and/or hereto.

ad request specs & contract

Issue/Season	Year/Volume	Purchased Ad Size

Advertising Preparation and Production Charge: _____

Business Name: _____ Phone: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signed: _____ Title: _____

Name (print): _____ Date: _____

Method of Payment: _____

Accepted for *Colorado Canine Magazine* and/or *DiPersioDesign* signed:

X _____

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Graphic Designer's Contract

Pub Size: 8.375" x 10.75"

ad design terms & agreements

The material transferred can be used only for the purposes stated below. All other use(s) and modification(s) is (are) prohibited. All rights not transferred remain the property of *DiPersioDesign*. Usage beyond that granted to the client herein shall require payment of a mutually agreed upon additional "reuse fee" subject to all terms.

All design materials may not be copied, reprinted or reproduced without the written permission of *DiPersioDesign*.

I understand these terms and conditions as they are explained to me:

X _____

1. Time for Payment: Payment is due prior to each issue break date as noted in the production schedule. All billable expenses are to be paid upon invoice receipt (unless otherwise arranged). *DiPersioDesign* and *Colorado Canine Magazine* retain all rights to intermediate deliverables.

2. Billable Expenses: In the event of a breach in contract by the client, the client shall reimburse *DiPersioDesign* or *Colorado Canine Magazine* for all direct and indirect billable expenses arising from this assignment, regardless of the conditions/reasons the assignment is cancelled or terminated. Billable expenses include, but are not limited to, graphic design charges, photography, postage and/or delivery, photocopying, and storage media expenses. In the event of a breach in contract by the client, the markup charged by *DiPersioDesign* and/or *Colorado Canine Magazine* on all billable expenses shall be 50% of the agreed upon billable expenses incurred.

I understand these terms and conditions as they are explained to me:

X _____

3. Client's Alterations: There shall be no charges to the client for revisions, corrections or additions made necessary by errors on the part of *DiPersioDesign* or *Colorado Canine Magazine*. Any changes requested by the client shall be considered "client alterations" if they are requested after sign-off/approval. These changes may result in additional design and/or edit fees. Changes and additions not due to the fault of *DiPersioDesign* or *Colorado Canine Magazine* and requested by the client before sign-off/approval of are not considered "client alterations."

4. Assignment Termination: In the event that design work in process is found by the client not to be reasonably satisfactory, the client may pay a termination fee to terminate the assignment. Any milestone payments made prior to termination shall be retained by *DiPersioDesign* or *Colorado Canine Magazine*. If assignment termination occurs prior to the sign-off/approval, the client shall pay a rejection fee of 50% of the balance of total payments. If termination occurs after the sign-off/approval of materials, the termination fee shall be 100% of the balance of total payments. In the event of termination, *DiPersioDesign* and/or *Colorado Canine Magazine* retain ownership of all copyrights and any original artwork created by *DiPersioDesign*. However, the client retains all rights already purchased by *DiPersioDesign* and/or *Colorado Canine Magazine* on behalf of the client from third parties.

5. Ownership & Return of Artwork: The client acknowledges and agrees that *DiPersioDesign* and/or *Colorado Canine Magazine* retain ownership of all original artwork, in any media, including digital files and photography, whether preliminary or final. The client waives the right to challenge the validity of *DiPersioDesign* or *Colorado Canine Magazine's* ownership of the art subject to this agreement because of any change or evolution of the laws. The client shall return hi-resolution artwork within 30 days of use unless indicated otherwise.

I understand these terms and conditions as they are explained to me:

X _____

6. Copy Protection: The client must protect all final art which is the subject of this agreement against duplication and/or alteration.

7. Credit Lines: *DiPersioDesign* and/or *Colorado Canine Magazine* and any other creators shall receive a credit line with any editorial usage and/or photography. If similar credit lines are to be given with other types of usage, it must be so indicated by the client.

8. Warranty of Originality: *DiPersioDesign* and/or *Colorado Canine Magazine* warrants and represents that, to the best of their knowledge, the work assigned hereunder is original and has not been previously published, or that consent to use has been obtained on an unlimited basis; that all work or portions thereof obtained through the undersigned from third parties is original or, if previously published, that consent to use has been obtained on an unlimited basis; that *DiPersioDesign* has full authority to make this agreement and that the work prepared by *DiPersioDesign* does not contain any scandalous, libelous, or unlawful matter. This warranty does not extend to any uses that the client or others may make of *DiPersioDesign* and *Colorado Canine Magazine's* product which may infringe on the rights of others. Client expressly agrees that it will hold *DiPersioDesign* and *Colorado Canine Magazine* harmless for all liability caused by the client's use of *DiPersioDesign* and *Colorado Canine Magazine's* product to extent such use infringes on the rights of others.

9. Legal Acknowledgement: *DiPersioDesign*, *Colorado Canine Magazine* and the client(s) herein acknowledge that if a breach of contract of any/all of these terms and conditions occurs, United States legal action to obtain rightful payment(s) to *DiPersioDesign* and/or *Colorado Canine Magazine* shall ensue.

I understand these terms and conditions as they are explained to me:

X _____

ad request specs & contract

Issue/Season	Year/Volume	Purchased Ad Size

Advertising Preparation and Production Charge: _____

Business Name: _____ Phone: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Signed: _____ Title: _____

Name (print): _____ Date: _____

Method of Payment: _____

Accepted for *DiPersioDesign* and/or *Colorado Canine Magazine* signed:

X _____

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