Our Mission
Canadian Dogs Annual helps connect people looking for their new best friend with breeders who take a responsible and ethical approach to breeding. It also supports new dog “parents” with leading edge information so they can better care for their new canine companions.

From a Trusted Source!
Canadian Dogs Annual is published by Redstone Media Group, a trusted name in pet publishing since 1999. Located in Peterborough, Ontario, RMG distributes print magazines all over North America. Digital versions and apps reach animal lovers worldwide.
PROMOTE YOUR KENNEL TO THOUSANDS OF BUYERS

Take a fresh approach to advertising your carefully bred canines. Canadian Dogs Annual (CDA) reaches out to buyers across Canada as the definitive resource for people looking for their new best friends. Published by one of Canada’s foremost pet publishers, this exciting publication features leading breed experts, veterinarians, trainers, nutritionists, and groomers.

CANADA-WIDE DISTRIBUTION

Readers will find Canadian Dogs Annual on major newsstands such as Chapters/Indigo, Shoppers Drug Mart, Wal-Mart, Canadian Tire, Loblaw, Zehrs and so many more – over 3,000 retail outlets in all. Plus, CDA will be distributed at major airports, pet product retailers, groomers and selected vet offices, as well as at major consumer trade shows such as Woofstock, All About Pets, and the Calgary and Vancouver Pet Expos.

MAXIMUM EXPOSURE & ROI

65,000 Circulation from coast to coast
250,000+ Readership

ADVERTISE 1 OF 3 WAYS:

A Breeder Guide Listing - Page 3
Advertise your kennel where people are looking – in our Breeder Guide! When you purchase a listing in our print version, you’ll also receive a FREE listing on our website, CDNdogs.ca. See page 3.

B Breed Ambassador - Page 5
This is a great opportunity to showcase your dog and your kennel. Your dog’s image and a brief description will appear at the top of the breed category in our Breeder Guide section. For more information, see page 5.

C Breeder Spotlight Ad - Page 6
Looking for maximum exposure? Our Breeder Spotlight section features larger display ads (1/4 to double page spread) to draw attention to your dogs and their achievements. For more information see page 6.

Media Contact: Breeders@CDNdogs.ca
ADVERTISE YOUR KENNEL WHERE BUYERS ARE LOOKING
In the Canadian Dogs Annual Breeder Guide!
Help ensure potential buyers find you – by purchasing a listing in our comprehensive Breeder Guide.

STANDARD LISTING 50 WORDS - $129

OPTIONS AVAILABLE
Standard Listing (up to 50 words) . . . . . . . . . . . . . . . $129
Extra Listing words . . . . . . . . . . . . . . . . . . . . . . . . $ 1/word
Bold RED Kennel Name . . . . . . . . . . . . . . . . . . . . . . . $ 29

ON Sabrina’s Siberian Huskies, Lloyd Davis,. Top Quality, home raised in the wilderness with real natural habitat conditions. Carefully bred for great family temperament and longevity. Long family history of sled racing champions, and solid show standings. Puppies avail mid September 2013. 1197 Klondike Road, Haliburton, ON K0M 1S0. 705 755-1234

TWO LISTINGS FOR THE PRICE OF ONE
When you purchase a listing in our print version, you’ll receive a free listing in our FIND A BREEDER section of our website, CDNdogs.ca/breeder-listings

Media Contact: Breeders@CDNdogs.ca
### ORDER / PAYMENT FORM

**NOTE:** Your LISTING will appear EXACTLY in the order as written and only include the information that appears below.

1. **Breed name / Service:**
   
2. **First name:** ________________________ **Last name:** ________________________

3. **Kennel / Club / Business name:** ________________________
   - Reg’d
   - Perm. Reg’d

4. **Street P.O. Box:** ________________________

5. **City / Town:** ________________________ **Province / State:** ________________________ **Postal / Zip Code:** __________

6. **Telephone:** ________________________ **Fax:** ________________________

7. **Email:** ________________________ **Website:** ________________________

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### PAYMENT SUMMARY

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breed Ambassador ($349)</td>
<td>$______</td>
</tr>
<tr>
<td>Spotlight ad with FREE listing</td>
<td>$______</td>
</tr>
<tr>
<td>Standard Listing ($129)</td>
<td>$______</td>
</tr>
<tr>
<td>Extra words ($1.00 a word)</td>
<td>$______</td>
</tr>
<tr>
<td><strong>Bold Red ($29)</strong></td>
<td>$______</td>
</tr>
<tr>
<td>Less 5% supplied Spotlight ad</td>
<td>$______</td>
</tr>
<tr>
<td>(Please provide high resolution PDF or JPG)</td>
<td></td>
</tr>
<tr>
<td><strong>Discounts</strong></td>
<td>$______</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$______</td>
</tr>
</tbody>
</table>

**Plus provincial tax.**

- 5% GST charged to residents of QC, MB, AB, SK
- 13% HST charged to residents of NL, NB, ON
- 14% HST charged to residents of PEI
- 15% HST charged to residents of NS
- 12% HST BC

**TOTAL** $______

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### METHOD OF PAYMENT

**NOTE:** To receive your complimentary copy of Canadian Dogs Annual 2016, we need your mailing address. Payment must accompany order.

- **Name:**
- **Billing Address Req’d:**
- **Cheque enclosed**
- **Money order**
- **VISA**
- **MasterCard**

**Make payable to Canadian Dogs**

**Credit Card Number**

**CVB Code (on back of card)**

**Expiry**

**SIGNATURE OF AUTHORIZED CARDHOLDER**

**PLEASE NOTE:** Make Cheques payable to Redstone Media Group. A $35 charge will apply for NSF cheque or declined credit card. HST# 864064282 RT0001

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**Media Contact:** Breeders@CDNdogs.ca
STAND OUT IN OUR BREEDER GUIDE AS A “BREED AMBASSADOR”

Thousands of potential buyers will turn to the Breeder Guide when they want to find their new best friend. And what better way to stand out than with a photo at the top of your breed category? As a Breed Ambassador, you can showcase a representative from your kennel – a marketing tool that’s guaranteed to draw attention from readers. (Please note this is based on a first come, first served basis.)

BREED AMBASSADORS GET A FREE STANDARD LISTING

This form below is to be sent along with the order/payment form on page 4.

I WOULD LIKE TO RESERVE THE HEADING FOR THE FOLLOWING BREED:

Please include full breed name - e.g. Golden Retriever

NAME OF DOG:

When listing a championship, please include the organization that awarded it - i.e., CRBA, ARBA, etc.

PHOTO CAPTION: Caption includes the name of dog, plus maximum TEN words of copy, plus the name of the breeder, breeder’s kennel name, the owner, owner’s kennel name and ONE address. Please fill out the TEN words of caption copy below.

PHOTO SPECIFICATIONS: Your submission must be a horizontal photo, full body shot of a single dog that conforms to the CKC or rare breed standards. DO NOT alter images or backgrounds. Resolution must be at least 300dpi at 4” x 6”. Photos are subject to approval by Canadian Dogs Annual. We reserve the right to refuse photos that DO NOT meet our specifications.

Bred by: ___________________________________________ Kennel name (only one): ____________________________ ○Reg’d ○Perm. Reg’d

Owned by: _________________________________________ Kennel name (only one): ____________________________ ○Reg’d ○Perm. Reg’d

Street / P.O. Box:________________________________________ City / Town:_______________________________

Province / State:________________________________________ Postal / Zip Code:____________________________

PLEASE NOTE: Only ONE ADDRESS will appear in the photo caption. Telephone numbers, fax, email & websites will NOT appear here. These will be in your listing only.

Breed Name

Name of dog, ten words of copy, the name of the breeder (one kennel name), the owner, kennel name and one address. PLEASE DO NOT CUT PICTURE TO FIT THIS SPACE.
BOOK A SPOTLIGHT AD AND RECEIVE FREE Listing in the Breeder Guide

Make the most impact with a full-colour ad that showcases your kennel’s brightest stars. Choose from one of four sizes – there’s something for every budget. And when you book a Spotlight ad, you’ll get a FREE listing in the Canadian Dogs Annual Breeder Guide (print and online.)

YOU DESIGN YOUR AD

STEP 1 Complete the ad size choice below.

STEP 2 Complete the free listing payment and information on page 4 and fax both pages to (705) 742.4596 or email the forms to Breeders@CDNdogs.ca.

STEP 3 Create your ad and email it to us as a high resolution JPG or PDF file no later than September 1, 2016 to Design@CDNdogs.ca

WE DESIGN YOUR AD

STEP 1 Complete the ad size choice below.

STEP 2 Complete the free listing payment and information on page 4 and fax both pages to (705) 742.4596 or email the forms to Breeders@CDNdogs.ca.

STEP 3 Send your photo/s and copy to Design@CDNdogs.ca no later than September 1st. Photos must be high resolution, 300 dpi. (Do not resize.)

STEP 4 A proof will be emailed to you for approval. Maximum of two revisions allowed for free. After, a charge of $50 per revision will be applied. If we receive no response on your approval, your ad will appear as originally designed.

2016 AD SIZES AND RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Full Page</th>
<th>Double Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4</td>
<td>$595</td>
<td></td>
</tr>
<tr>
<td>1/2</td>
<td>$795</td>
<td>$1795</td>
</tr>
<tr>
<td>1/4 - 3.5&quot;w x 4.75&quot;h</td>
<td>Full Page - 7.5&quot;w x 9.982&quot;h</td>
<td>Double Page - 15&quot;w x 9.982&quot;h</td>
</tr>
<tr>
<td>1/2 - 7.375&quot;w x 4.75&quot;h</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE: All photos sent digitally must be a minimum 300dpi uncropped.

This form below is to be sent along with the order/payment form on page 4.

NAME: __________________________
KENNEL: ________________________
BREED: _________________________

I WOULD LIKE A:

- [ ] 1/4 page ad - $595
- [ ] 1/2 horizontal page ad - $795
- [ ] Full page ad - $995
- [ ] Double page ad - $1795
- [ ] I will be designing my ad
- [ ] Please design my ad

Media Contact: Breeders@CDNdogs.ca
ELECTRONIC & MECHANICAL

ELECTRONIC SPECIFICATIONS FOR SUBMITTING MATERIALS:

<table>
<thead>
<tr>
<th>File Type</th>
<th>Minimum: CS3</th>
<th>Maximum: CS5 - Packaged file with all fonts and images</th>
</tr>
</thead>
<tbody>
<tr>
<td>InDesign</td>
<td></td>
<td>Ensure all fonts are embedded</td>
</tr>
<tr>
<td>PDF</td>
<td></td>
<td>CMYK</td>
</tr>
<tr>
<td>TIFF</td>
<td></td>
<td>Minimum: CS3</td>
</tr>
<tr>
<td>Illustrator</td>
<td></td>
<td>Minimum: CS3</td>
</tr>
<tr>
<td>Photoshop</td>
<td></td>
<td>Minimum: CS3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Colour</th>
<th></th>
<th>All colour files must be CMYK - Please convert RGB and Pantones to CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Images</td>
<td>Digital or Scan</td>
<td>300 dpi or higher - Photos in Word are NOT accepted</td>
</tr>
<tr>
<td>Fonts</td>
<td>Mac</td>
<td>Convert fonts to outline or Rasterize in photoshop</td>
</tr>
</tbody>
</table>

MECHANICAL REQUIREMENTS

Please note gutter when designing DPS ads, this may affect text and or picture placement.

For bleed ads please allow 0.125” of bleed around all sides. Type safety is to be 0.25” inside trim for all ads.

Note: As Canadian Dogs Annual prepress is direct to plate, an electronic file is necessary.

If you have questions regarding design or production, please contact Kathleen Atkinson at Design@CDNdogs.ca and ship material to: Redstone Media Group Inc.
160 Charlotte Street, Suite 202,
Peterborough, Ontario  K9J 2T8