

# CANADIAN DOGS

ANNUAL 2018

THE #1  
CANADIAN  
BREEDER  
ANNUAL



## 2018 MEDIA KIT BREEDER ADVERTISING

### 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.

**redstone**  
MEDIA GROUP

# BREEDER ADVERTISING

## 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, Loblaws, 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 tradeshows such as Woofstock, All About Pets, and the Calgary and Vancouver Pet Expos.

## MAXIMUM EXPOSURE & ROI

**55,000** 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](http://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.







# BREEDER GUIDE LISTING

SEE ORDER FORM ON BACK

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.

Includes a  
**FREE**  
COPY of  
CANADIAN  
DOGS



## STANDARD LISTING 50 WORDS - \$139

### OPTIONS AVAILABLE

Standard Listing (up to 50 words) . . . . .	\$139
Extra Listing words . . . . .	\$ 1/word
Bold <b>RED</b> 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 2017. 1197 Klondike Road, Haliburton, ON K0M 1S0. 705 755-1234

Standout  
**Bold RED**  
Kennel Name  
\$29

Extra listing  
words  
\$1 a word

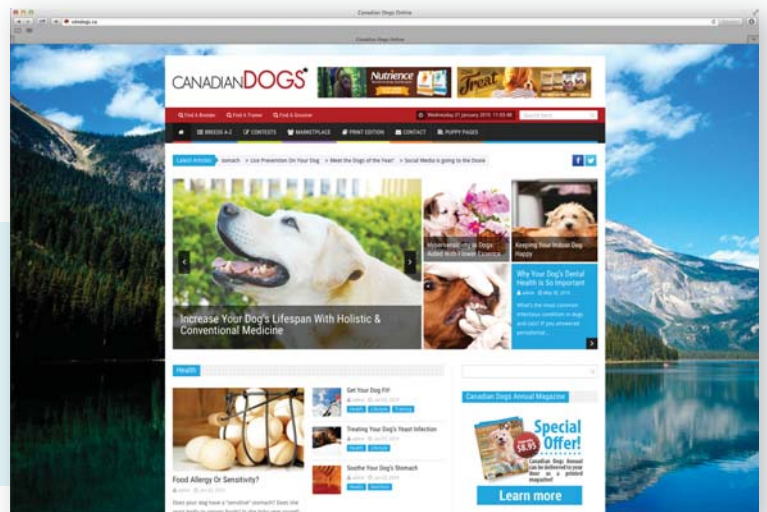


TWO  
FOR  
ONE

## 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](http://CDNdogs.ca/breeder-listings)

**FREE DIGITAL LISTING!**







# BREED AMBASSADOR

ORDER FORM

## 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.**

Breed Name



ONLY  
\$349

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.**

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

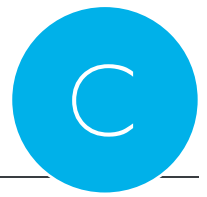
Owned by: \_\_\_\_\_ Kennel name (only one): \_\_\_\_\_  Reg’d  Perm. Reg’d

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.

\* Although we make every effort to ensure the information is presented accurately, the Publisher cannot be held responsible for any claims made in the advertising listings, or any issues that arise as a result of errors or omissions.



# BREEDER SPOTLIGHT AD ORDER FORM

## 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

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

### 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 1<sup>st</sup>. 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.

### 2018 AD SIZES AND RATES

<p>1/4 - 3.5" w x 4.75" h</p>	<p>1/2 - 7.375" w x 4.75" h</p>	<p>Full Page - 7.5" w x 9.982" h</p> <p>Double Page - 15" w x 9.982" h</p>
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**NOTE:** All photos sent digitally must be a minimum 300dpi uncropped.

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



# ELECTRONIC & MECHANICAL

## ELECTRONIC SPECIFICATIONS FOR SUBMITTING MATERIALS:

<b>File Type</b>	
InDesign	Minimum: CS3   Maximum: CS5 - Packaged file with all fonts and images
PDF	Ensure all fonts are embedded
TIFF	CMYK   300 dpi
Illustrator	Minimum: CS3   Maximum: CS5 - "ai" outlined file - <b>Do not set trap to overprint</b>
Photoshop	Minimum: CS3   Maximum: CS5 - "psd" CMYK   Rasterize all fonts
<b>Colour</b>	
CMYK	All colour files must be CMYK - Please convert RGB and Pantones to CMYK
<b>Images</b>	
Digital or Scan	300 dpi or higher - <b>Photos in Word are NOT accepted</b>
<b>Fonts</b>	
Mac	Convert fonts to outline or Rasterize in photoshop

## MECHANICAL REQUIREMENTS

Please note gutter when designing **Double Page Spread** 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 us:

**Design@CDNDogs.ca** and ship material to:  
**Redstone Media Group Inc.** 160 Charlotte Street, Suite 202,  
Peterborough, Ontario K9J 2T8

