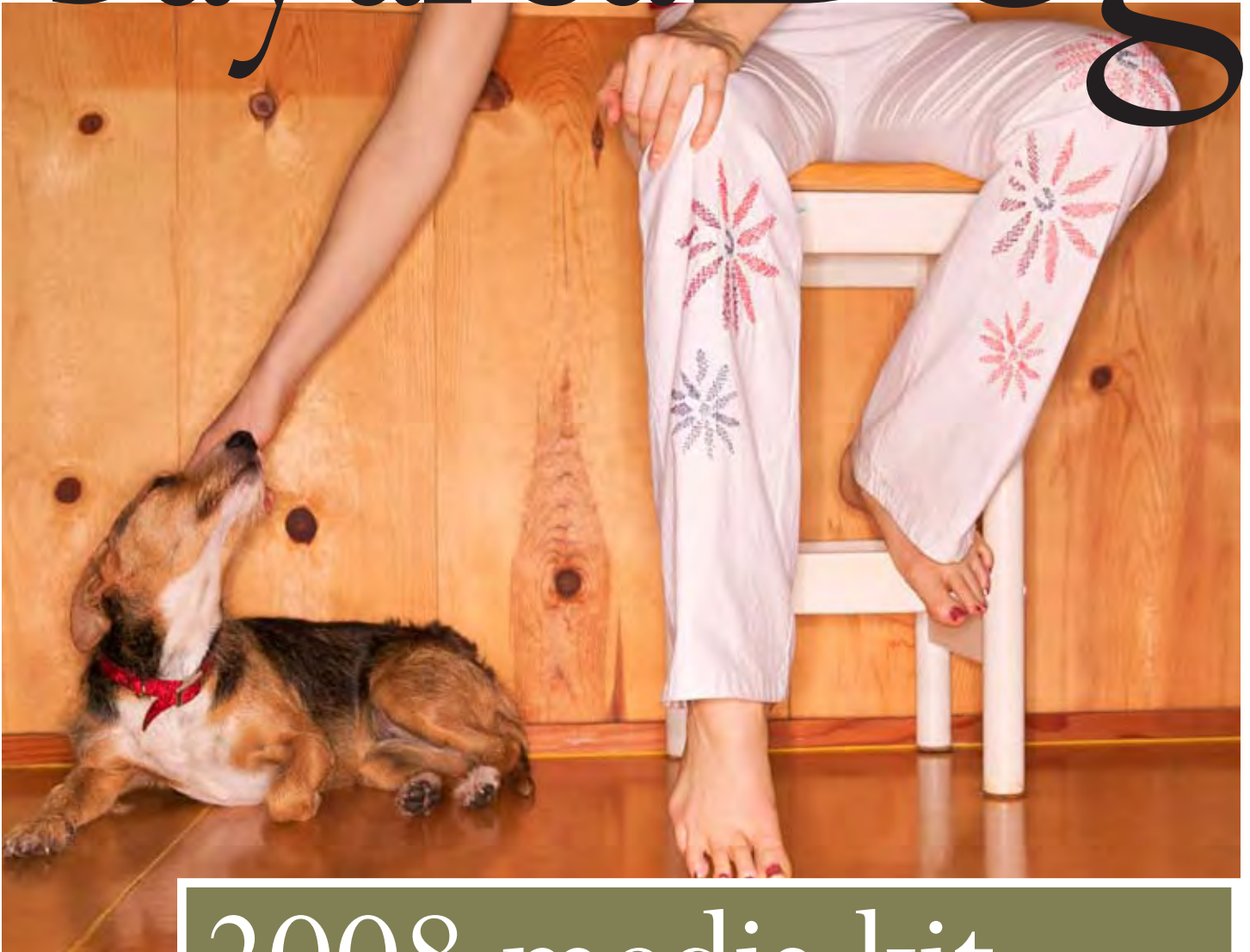


celebrating northern california's best friends

# bay area Dog



2008 media kit

BADogMagazine.com : sales@badogmagazine.com : (510) 325-1689

# bay area Dog



## our mission

**BAY AREA DOG is the Bay Area dog-lovers' premier lifestyle magazine.**

**Bay Area Dog** is the only upscale magazine focusing on Northern California's East Bay area dogs and their owners. More than just a regional magazine, **Bay Area Dog** is a mindset, reflecting the passionate relationship that exists between Bay Area residents and their pets.

**Bay Area Dog** magazine reaches your customers: people (and their dogs) who live and work in the East Bay, who love their dogs with a passion, and want the very best—products, activities, health care, nutrition, training, education, and entertainment. Our magazine readers take an active interest in their dog's health and wellbeing, and are willing to invest their money to make their four-legged friends happy.

**Bay Area Dog** readers shop at neighborhood pet stores and boutiques, pay for professional training classes, indulge in grooming services, and purchase quality food and toys. These readers travel with their dog on weekend getaways, take their dog to local dog runs and dog parks, or drop them off at doggie day care centers or provide in-house sitters for them.

**Bay Area Dog** readers are also professionals such as veterinarians, trainers, groomers, walkers, sitters, and pet suppliers, all with a vested interest in a dog's wellbeing.

**BAY AREA DOG FILLS A MUCH-NEEDED NICHE, PROVIDING LOCAL DOG LOVERS WITH EVERYTHING THEY WANT AND NEED TO KNOW TO PROVIDE THEIR BEST FRIENDS WITH THE BEST LIFE HAS TO OFFER THEM.**

# bay area Dog



## our readers

**BAY AREA DOG** will target dog owners in many East Bay communities, including:

- Alameda
- Berkeley
- Emeryville
- Oakland
- Piedmont
- Alamo/Diablo
- Danville
- Lafayette
- Orinda
- Pleasanton
- Walnut Creek

Copies will also be direct mailed to select affluent households, and be made available in veterinary offices, and through shelters and related non-profits.

**Bay Area Dog** distribution is set up to maximize exposure of your advertising message to your customers. Copies of **Bay Area Dog** will be made available at local pet shops and boutiques, veterinary offices, dog runs, and other locations frequented by dog owners and dog lovers. We will also be direct mailing copies to a select number of affluent households in both Contra Costa and Alameda counties, as well as offering subscriptions online.

Consider the following demographic information about dog owners in select East Bay cities:  
*(Data gathered from the American Veterinary Medical Association, Gallup Poll, and the 2000 and 2004 U.S. Census.)*

- >> There are close to **225,000 households with dogs** in these communities.
- >> On average, there are **two dogs per household**.
- >> Which means that there are over **500,000 dogs** in need of your product or service.
- >> With a base income for these households of **\$80,000** and higher, you will be hitting a very desirable audience.

As you can see, **Bay Area Dog** magazine can be a very effective component of your overall marketing plan. Talk to your sales representative today to reserve a spot and start reaching your intended audience.

Total distribution will be 25,000 copies for the first four issues, after which we will plan on increasing frequency to six times per year, at 25,000 copies per issue.

# bay area Dog



## our editorial

Bay Area Dog magazine will launch Spring 2008

### REGULAR FEATURES

Featured Neighborhood  
Ask the Vet  
Ask the Trainer  
Breed spotlight  
Puppy corner  
Toy patrol  
Product reviews  
Local business spotlight  
Bark at the Park:  
dog run spotlight  
Book reviews  
Calendar of events  
Photo galleries  
Teach 'em Tricks  
... and more!

### SPRING (March-May 2008)

In the dog house: the ultimate DIY projects for your dog

New kid in town: When dog meets baby

Weekend getaway: Spring retreats

*Special Section:* Veterinarians

Ad close date: Jan 15 2008

Materials submission deadline: Jan 20

### SUMMER (June-August 2008)

Guide to Four-legged Summer Frolics

Best Bay Area hikes

Weekend getaway: Northern California

*Special Section:* Day care/sitters

Ad close date: April 20

Materials submission deadline: April 27

### FALL (September-November 2008)

Fall fashion guide

Playing dress up: halloween costumes

Exercise and health

Weekend getaway: Dog-friendly summer camps

Ad close date: June 22

Materials submission deadline: June 29

### WINTER (December 08-February 09)

Dating with dogs—rules and etiquette

Holiday gift guide

Weekend getaway: dog-friendly ski resorts

Ad close date: Oct 20

Materials submission deadline: Oct 27

*Editorial calendar is subject to change without notice.*

**ADVERTISING CONTACT:** BADogMagazine.com : sales@BADogMagazine.com : (510) 325-1689  
Bay Area Dog magazine

# bay area Dog 2008 ad rates

PREMIUM POSITION	BLEED	STANDARD	1X	2X	4X	8X
Back Cover	8.625 x 11.125	bleed only	\$2,750	\$2,613	\$2,475	\$2,200
Inside Back Cover	8.625 x 11.125	7.125 x 9.625	2,750	2,613	2,475	2,200
Inside Front Cover	8.625 x 11.125	7.125 x 9.625	2,750	2,613	2,475	2,200
INSIDE BOOK	BLEED	STANDARD	1X	2X	4X	8X
Full page	8.625 x 11.125	7.125 x 9.625	\$ 2,250	\$2,138	\$2,025	\$1,800
2/3 V		4.625 x 9.625	1,688	1,603	1,519	1,350
1/2 H		7.125 x 4.625	1,097	1,042	987	878
1/2 V		3.375 x 9.625	1,097	1,042	987	878
1/3 H		4.625 x 4.625	1,013	962	912	810
1/3 V		2.185 x 9.625	1,013	962	912	810
1/4 H		3 x 4.625	788	748	709	630
1/4 V		3.375 x 4.625	788	748	709	630
1/6 V		2.185 x 4.625	450	428	405	360
Directory listing: see separate media kit for more information			\$250	\$250	\$250	\$250

NOTE: All advertising rates are based on four-color ads. Premium positions must be bleed for back cover

## NEW ADVERTISER INTRODUCTORY DISCOUNT:

For advertisers reserving 1/4 page or larger for a 4X contract or longer, you have the choice of either doubling up your ad size for one issue, or adding on a free issue at the end of your contract. (All invoices for previous issues must be paid before free ad runs.)

**PAGE SIZE:** 8.375 x 10.875

**COLOR:** Rates are 4C per insertion, gross

**BINDING:** Perfect bound.

**PRINTING PROCESS:** Web offset from digital files.

**LINE SCREEN:** 133 lpi (300 DPI)

**GUTTER:** Allow half-an-inch across the gutter.

**TRIM SAFETY:** Allow quarter-inch from trim size on all sides for live matter not meant to bleed

**ADVERTORIAL FEE:** 1X rate plus \$200 (not including in-house photography costs, if any).

**POSITIONING:** Bay Area Dog magazine reserves the right to position all ads within the magazine under its own discretion unless a 15% space reservation premium is paid.

## DISCOUNTS:

**NONPROFITS:** Non-profit rates begin at 4X rate.

**AGENCY DISCOUNTS:** 15 percent discount to recognized agencies.

## PROMOTIONAL OPPORTUNITIES:

Let Bay Area Dog Magazine be involved in your store opening, non-profit event, or other community activity or involvement. Contact us for more information: sales@badogmagazine.com.

## IN-HOUSE AD PRODUCTION:

Contact us if you need help in the design or layout of an ad for your business. There is a \$50 hourly charge associated with this service. Advertiser gets three approval passes per ad. Each additional approval pass will include a \$25 fee.

## ONLINE ADVERTISING:

All advertisers receive a free listing on our web site, www.badogmagazine.com. Advertisers who reserve 1/4 page or larger will also receive a free hyperlink within their listing. All others can include a hyperlink for an additional \$20.00 per issue.

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Bay Area Dog magazine

# bayareaDog

## 2008 Ad Reservation Deadlines

**AD RESERVATION CLOSE DATE:** This is the last day to reserve an ad for that issue.

**WINTER 2008**  
Dec-February..... Oct 20

**SPRING 2008**  
March-May ..... Jan 19

**SUMMER 2008**  
June-August ..... April 20

**FALL 2008**  
Sept-November ..... June 22

**MATERIALS SUBMISSION DATES:** If we are designing your ad, these are the dates we need all materials in by:

**WINTER 2008**  
Dec-February..... Oct 27

**SPRING 2008**  
March-May ..... Jan 26

**SUMMER 2008**  
June-August ..... April 27

**FALL 2008**  
Sept-November ..... June 29

E-mail all materials to editor@BADogMagazine.com. For big files, send CD to Bay Area Dog magazine, attn: production. 360 Grand Ave. #072, Oakland CA 94610. Enclose stamped envelope if you would like materials returned to you. Text files must be in Word or RTF. Art files (including photos) must be saved as EPS, JPG, or TIFF files and be Photoshop-compliant. All images need to be 300 DPI minimum.

## advertising insertion order

### PAYMENT and CONTRACT

For all new contracts, payment is expected at time of ad reservation. Following issues will be invoiced 10 days before scheduled print date. Special discounts apply if prepaying entire contract run. Inquire for more information.

All ads 1/3 or smaller must be prepaid each issue unless specifically authorized by Publisher or agent.

business name: \_\_\_\_\_

authorized contact: \_\_\_\_\_

billing address: \_\_\_\_\_

city: \_\_\_\_\_ state: \_\_\_\_\_ zip: \_\_\_\_\_

telephone: (\_\_\_\_) \_\_\_\_\_ fax: (\_\_\_\_) \_\_\_\_\_

e-mail: \_\_\_\_\_ URL: \_\_\_\_\_

frequency: \_\_\_ 1X \_\_\_ 2X \_\_\_ 4X \_\_\_ 8X

starting issue: \_\_\_ Winter '08 \_\_\_ Spring '08 \_\_\_ Summer '08 \_\_\_ Fall '08

size: \_\_\_ full \_\_\_ 2/3 \_\_\_ 1/2 \_\_\_ 1/3 \_\_\_ 1/4 \_\_\_ 1/6 horiz / vertical

### MATERIALS:

\_\_\_ new advertiser to provide digital ad \_\_\_ pick-up from issue: \_\_\_\_\_

\_\_\_ Bay Area Dog magazine to provide design service (\$50 fee)

special requests (we strive to meet position requests, but do not guarantee positions): \_\_\_\_\_

signature: \_\_\_\_\_ date: \_\_\_\_\_

printed name: \_\_\_\_\_

Please note: See contract details on page 6 of this document.

I am paying by:  
\_ CREDIT CARD \_ CHECK # \_\_\_\_\_

**ADVERTISING TOTAL \$** \_\_\_\_\_

CREDIT CARD # \_\_\_\_\_ EXP DATE \_\_\_\_\_ / \_\_\_\_\_

VISA MC AMEX DISCOVER CARD VERIFICATION NUMBER (on back of card) \_\_\_\_\_

NAME AS IT APPEARS ON CARD \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

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## ad contract specifications

**ADVERTISING:** All art materials must be submitted as a PDF file (sent either via e-mail, downloadable from an FTP site, or on CD-ROM). Ensure that ALL fonts are embedded, all colors are converted to CMYK, and overprinting is turned OFF. Ads with bleeds must include .125" minimum bleed on all bleed sides and registration marks embedded in the PDF placed at least .25" outside the trim edge. For best PDF results, we recommend saving PDF with presets set to "Press Quality" and a standard of "PDF/X-1a:2001." All ad materials must conform to SWOP standards. (see [www.swop.org](http://www.swop.org)).

Publisher assumes that advertiser or agency has full permission to publish all contents and subject matter of advertisement. Publisher assumes no warranty for content authorization. By submitting advertisement for publication in Bay Area Dog magazine, advertisers and or their representative agencies agree to hold Bay Area Dog magazine (and all associated employees and holdings) harmless against any claims, libel, violation of privacy, copyright, or trademark infringement, plagiarism, or violations of any federal or state law, statute, act, or regulation. Advertiser and or its agency also agree to indemnify Bay Area Dog magazine against expenses and losses (including legal fees) resulting from any above actions.

Publisher will not be held liable for any acts of God, strikes, accidents, or other circumstances beyond Publisher's control that may result in a failure to print, publish, or distribute and circulate an issue of a magazine in which an advertisement has been accepted.

**RIGHTS OF REFUSAL:** All advertising copy is subject to approval from Bay Area Dog magazine (hereto referred to as the "Publisher"). Publisher reserves the exclusive right to reject or cancel any advertisement at any time. If publisher decides to cancel an advertisement, advertiser will not be charged for ad.

Bay Area Dog magazine reserves the right to refuse any ad that is of a vulgar, sexist, racist, or of otherwise degrading in nature. This decision is at the sole discretion of the publisher. If an ad is refused, the advertiser will have the option of submitting other materials, or paying half of ad rate if decision is made not to run any ad by advertiser.

**CANCELLATION:** An advertiser or its agency may not cancel (or alter) approved insertion orders after an issue's closing date. Cancellations or alterations in insertion orders must be made in writing, and only upon explicit approval of Publisher.

**EDITORIAL SUPPORT:** Bay Area Dog magazine supports its advertisers through editorial mentions and other inclusions in the magazine or associated materials. However, the Publisher cannot and will not guarantee inclusion of any advertiser's services or products or mention of these services or products.

**ADVERTORIALS:** In look, layout, or use of fonts or other identifiables, any advertisement that resembles current Bay Area Dog magazine editorial will not be accepted without prior agreement with Publisher. Any advertisement prepared with an editorial style will be required to place the words "advertorial" at the top.

**RATES:** Rates are subject to change without notice. However, rates will not affect current insertion orders, and advertisement reservations with future frequency reservations. If Publisher fails to receive payment from either advertiser or agency, both advertiser and agency will be held jointly and severally liable for such dues as Publisher is entitled to receive.

If advertiser or agency breaches any of the terms in this contract, the advertiser and/or its agency will remit payment equal to all of the Publisher's costs and expenses incurred while enforcing and or collecting these payments. All insertion orders are subject to the conditions set forth in this rate card. Signed insertion orders constitute binding contracts, subject to the conditions and provisions of this rate card. Insertion orders placed by advertising agencies constitute binding obligations of the agency whether the agency has received payment from the advertiser or not.