

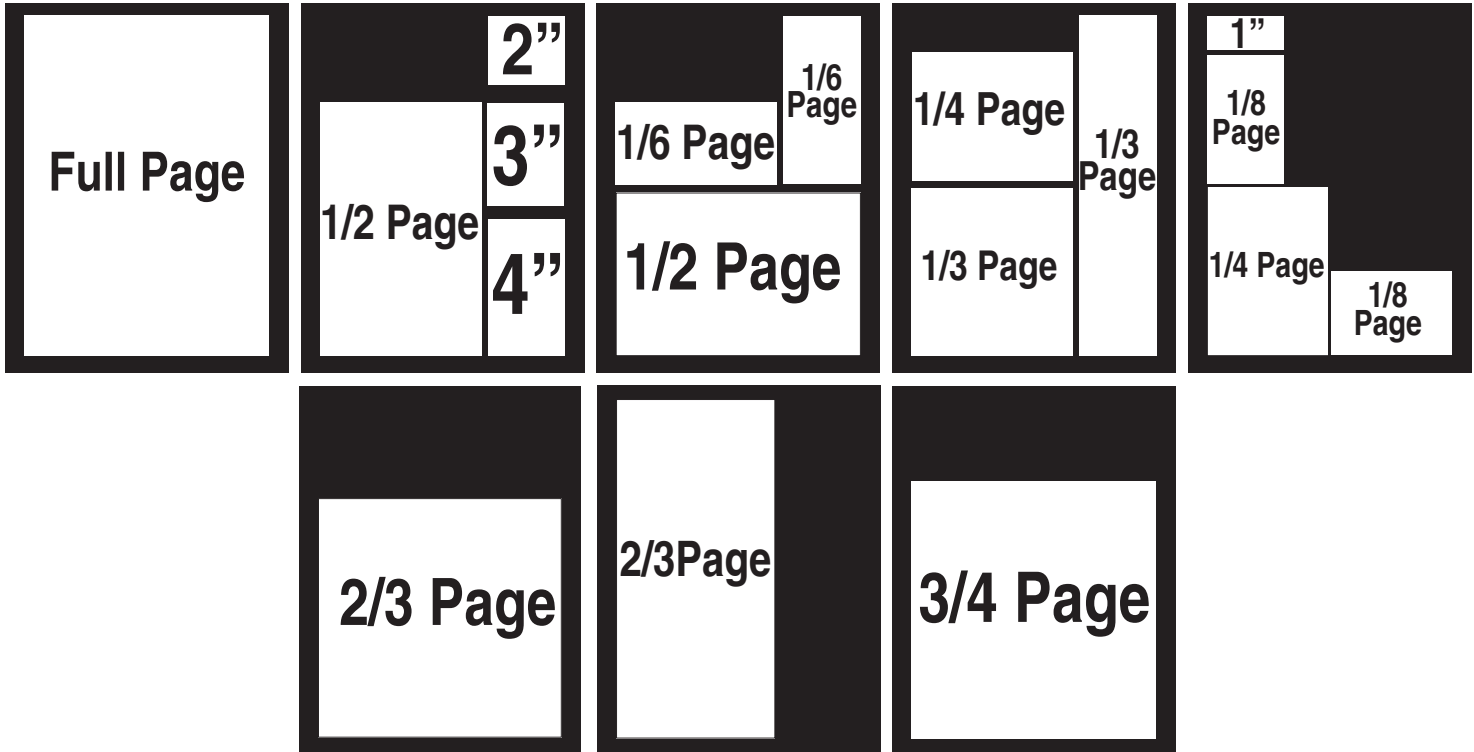
Hounds and Hunting

Beagler's Bible since 1903

812.889.2400 | Fax: 812.889.2500 | houndsandhunting.com | P.O. Box 231, Lexington, IN 47138

Ad Specifications

With advertisements dispersed throughout the magazine, *Hounds and Hunting* is a black and white magazine ranging from 64 to 80 pages depending on the month and content. Trim size is 8.25 X 10.75 inches. Circulation is currently at about 4,300.



Ad Sizes and Prices

Size	1 Time	6 Times	12 Times	WidthXHeight
Full Page	\$244	\$235	\$226	7.4 X 10.15
3/4 Page	\$183	\$174	\$165	7.125 X 7.5
2/3 Page Vertical	\$173	\$164	\$155	4.625 X 9.875
2/3 Page	\$173	\$164	\$155	7.125 X 7
1/2 Page Horizontal	\$142	\$134	\$126	7.125 X 4.75
1/2 Page Vertical	\$142	\$134	\$126	4.625 X 7.375
1/3 Page Square	\$103	\$93	\$83	4.625 X 4.875
1/3 Page Vertical	\$103	\$93	\$83	2.25 X 9.875
1/4 Page Horizontal	\$81	\$72	\$63	4.625 X 3.75
1/4 Page Vertical	\$81	\$72	\$63	3.5139 X 4.8985
1/6 Page Horizontal	\$62	\$55	\$48	2.25 X 4.875
1/6 Page Vertical	\$62	\$55	\$48	4.875 X 2.25
1/8 Page Horizontal	\$48	\$44	\$39	2.449 X 3.513
1/8 Page Vertical	\$48	\$44	\$39	2.25 X 3.75
4"	\$50	\$44	\$38	2.25 X 4
3"	\$41	\$37	\$31	2.25 X 3
2"	\$31	\$29	\$27	2.25 X 2
1"	\$19	\$18	\$17	2.25 X 1

Advertising Deadlines

We send our magazine to the printer on the 16th of every month. We need advertising copy, images and any other materials no later than the 1st day of the preceding month. For example, for the January magazine, all advertising materials need to be submitted to us by December 1. These ads can be submitted a number of ways. We have a form on our website that can be used. We can also accept ads by fax, phone or direct email at info@houndsandhunting.com. We request that an email address or fax number be provided to us when the advertisement is submitted. We send proofs of ads to the advertiser so they have an opportunity to look it over and let us know of any corrections that need to be made before the magazine is sent to the printer.

Cover Hound Deadline

The covers are sent to the printer earlier than the rest of the publication. Our covers are sent to the printer on the 1st of the preceding month. For example, January covers are sent to the printer on December 1. This means cover dog information needs sent to us much earlier than the advertising materials for the rest of the magazine. This information can be submitted by direct email at info@houndsandhunting.com.

Stud Dog Advertisements

One form of advertisement we offer is a stud dog advertisement. The rates and deadlines above apply to these ads as well. For these ads, the information we generally receive is a photo, stud fee, size of dog, contact information, a short write up, and a pedigree. You may choose how many generations of the pedigree you would like featured in the ad. These ads can be submitted by direct email to info@houndsandhunting.com.

Hounds and Hunting is not responsible for the accuracy of any advertising not typed or received via telephone. Questionable advertising is not accepted. No cancellations can be accepted after the closing date.