EQUINE AND CANINE NEWS

YOUR LOCAL CONNECTION TO EVERYTHING EQUINE AND CANINE



FEATURES · EVENT CALENDAR · LOCAL ADVERTISERS · CLASSIFIEDS

SANTA BARBARA · VENTURA · SAN LUIS OBISPO COUNTIES & THE SAN FERNANDO VALLEY

EQUINE AND CANINE NEWS
Advertising Information

The Equine and Canine News is distributed FREE to everyone in the best areas in California.....
Santa Barbara, Ventura, San Luis Obispo counties and the San Fernando Valley.

We offer an outstanding and affordable venue to market your equine and canine related products, services and businesses directly to avid equine and canine enthusiasts.

Our publication comes out quarterly which helps stretch your marketing dollars, while targeting your target market. For extra and maximum exposure our current issue is published on our website and showcased on our Facebook page.

Our content includes articles that are both informative and entertaining to all equine and canine enthusiasts. We also include a local calendar of equine and canine events.

Equine and Canine News is distributed to local tack and feed stores, pet supply retailers, pet boutiques, dog groomers, veterinary offices and all equine and canine related events at Earl Warren Showgrounds, Ventura County Fairgrounds, Paso Robles Event Center, The Wagner Ranch, Santa Ynez Valley Equestrian Center, Foxfield Riding School, El Sueno, Mill Creek Equestrian Center, Pierce College Equestrian Center, Los Angeles Equestrian Center, Elvenstar and The Paddock.

ADVERTISING RATES

ALL AD PRICES INCLUDE AD DESIGN AND FREE COLOR

AD SIZE	PRICE
Full Page	**$550**
Half-Page Horizontal	**$450**
Half-Page Vertical	**$450**
Quarter Page	**$350**

See next page for dimensions

AD REQUIREMENTS

DESIGN: The staff at the Equine and Canine News will build your ad at no extra cost. To build your ad we will need the following:

- Ad Copy sent in an email or word document
- Artwork must be submitted in high res. 300 dpi/ PDF or JPG files.
- Any photos must be submitted as high res JPGs.
- Scans will not be accepted.

SUBMITTING A CAMERA READY AD: All ads submitted must be made to our ad specs. All ads must be emailed to us in a PDF form/ high res 300 dpi.
For your convenience, we will keep your previous ad on file and available for your reprint requests.

MORE INFORMATION

Please contact:

Nola Johnson
(805) 680-8599
njohnson@equineandcaninenews.com

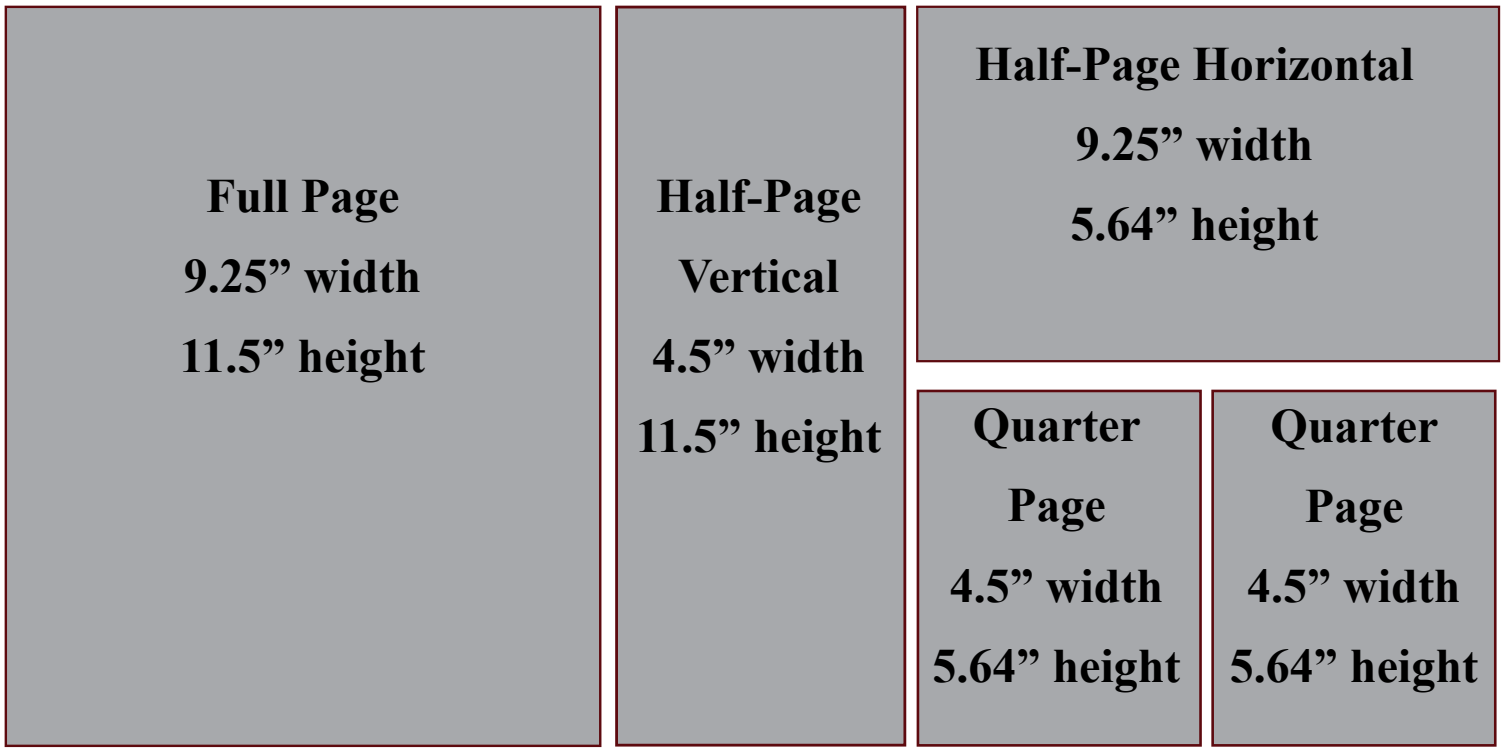
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EQUINE AND CANINE NEWS
Templeton, CA 93465

www.equineandcaninenews.com

EQUINE AND CANINE NEWS
Advertising Dimensions

Ad Sizes	Dimensions	
	Width	Height
Full Page	9.25”	11.5”
Half-Page Horizontal	9.25”	5.64”
Half-Page Vertical	4.5”	11.5”
Quarter Page	4.5”	5.64”



EQUINE AND CANINE NEWS
Advertising Information

ADVERTISING INFORMATION

Publication Dates	Deadlines
January 5	December 16
April 5	March 17
July 5	June 16
October 5	September 15

AD POSITION AND PAYMENT TERMS

The positioning of your ad within the publication cannot be guaranteed, but every effort will be made to accommodate requests for specific positions. Early placement of your insertion order will help ensure your ad position.

Equine and Canine News reserves the right to reject any advertising at any time. Each advertisement is accepted with the understanding that the advertiser and advertising agency are authorized to publish its contents and that they agree to indemnify Equine & Canine News against any loss or expense resulting from claims arising out of its publication.

Equine and Canine News also reserves the right to use ad copy placed in a previous Equine and Canine News issue in the event that new copy is not submitted prior to the advertising copy deadline.

Full payment by credit card must be received by copy deadline. Visa and MasterCard will be accepted. Preferred placement may be reserved an additional fee.

Advertising materials will be returned only upon request.

Insertion Order:
Please complete the Insertion Order and scan and email back. We accept electronic signatures. Be sure to sign and date at the bottom. If you have any questions, give us a call at (805) 680-8599.

Company

Contact Person

Address

City

State ZIP Code

Phone Cell Phone

Email Address

2027
- ☐ January 5
- ☐ April 5
- ☐ July 5
- ☐ October 5

Ad Size
- ☐ Full Page ($550)
- ☐ Half Page ($450)
- ☐ Quarter Page ($350)

Half-Page Orientation
- ☐ Horizontal
- ☐ Vertical

☐ I would like Equine and Canine News to rerun the ad I have on file.

Payment Information
- ☐ Visa
- ☐ Mastercard

Card Number

Expiration Date Security Code

Print: Name as it appears on the credit card

Credit Card Billing Address

Billing Address Phone Number

I understand that my credit card number will be charged in accordance to the above insertion schedule chosen by advertisier. When multiple insertion schedule is in effect, your credit card will be charged per issue and your ad will be picked up from the previous issue. No cancellation will be accepted after "Deadline Date" or a cancellation fee will apply. No cancelation will be accepted without written notification. Please note that your signature is permission for Equine and Canine News to periodically communicate via email & fax.

Signature: (Indicates acceptance of insertion schedule) Date