

# EQUINE AND CANINE NEWS

## Advertising Information

### ADVERTISING INFORMATION

#### Publication Dates

JANUARY 7

APRIL 1

JULY 8

OCTOBER 7

#### Deadlines

DECEMBER 19

MARCH 9

JUNE 15

SEPTEMBER 14

### 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 for an additional fee.

Advertising materials will be returned only upon Request.

#### Insertion Order:

Print and Complete Insertion Order. Send completed Insertion Order to: Equine and Canine News, P.O. Box 6234, Los Osos, CA 93412 or fax insertion order to: (805) 439-1771

Company

Contact Person

Address

City

State

Zip

Phone Number

Email

Fax

Insert in:	<input type="checkbox"/> January 7	Ad Size	<input type="checkbox"/> 1/4 Page (\$295)
2018	<input type="checkbox"/> April 1	<input type="checkbox"/> 1/2 Page (\$395)	
	<input type="checkbox"/> July 8	<input type="checkbox"/> Vertical	<input type="checkbox"/> Horizontal
	<input type="checkbox"/> October 7	<input type="checkbox"/> Full Page (\$495)	

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

Payment Information  Visa  Mastercard \_\_\_\_\_  
Exp.

Card Number:

Security Code

Print: (Name as it appears on 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 advertiser. 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 cancellation 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 (Your signature accepts responsibility of this insertion schedule) Date