

# Off Lead & Animal Behavior

Rate Card #6

Effective 2/1/07

Visit Us On The Web ...

[www.off-lead.com](http://www.off-lead.com)

L441

## Color Page Rates

	1X	2X	3X	4X
1 page	\$1115	\$1040	\$965	\$895
2/3 page	905	840	785	730
1/2 page	690	645	595	550
1/3 page	505	475	435	405
1/4 page	420	390	365	340
1/6 page	310	295	270	255
1/8 page	250	235	215	205
1/12 page	200	180	170	160
Col. in.	100	95	90	80

## Marketplace Ads

Marketplace rates available upon request.

## Covers

2nd Cover	\$1760
3rd Cover	1650
4th Cover	1925

Full-color process included on Covers

## Preferred Positions

- By contract only.  
Black and white rate plus 15%.

## Agency Commission

15% of gross billing allowed to recognized advertising agencies on space, color and position. Account must be paid within 30 days of invoice.

## General Information

Advertisers and agencies assume liability for all content of their advertisements printed in OL&AB, and any claim arising against the publisher. The publisher reserves the right to reject any advertising that is deemed unsuitable.

## Editorial Statement

Off Lead & Animal Behavior is a magazine dedicated to the study of training, animal behavior and the human animal bond. We will foster communication between pet care professionals. We will seek to inform them of events and news in the training, animal behavior, and pet care arena.

## Mailing Dates

Published four times per year.

## Issue

Spring • Summer • Fall • Winter

## Deadlines

**Spring Deadline:** January 1st

**Summer Deadline:** April 1st

**Fall Deadline:** July 1st

**Winter Deadline:** October 1st

All material must be in publisher's hands by closing date. If change in copy is not received by closing date, the copy rendered for the previous issue will be inserted. Cancellations from the advertiser must be in writing and will not be accepted after the closing date. The publisher reserves the right to cancel any advertising at any time.

## Classified Advertising

See current rates in Off-Lead.

## Advertising Representative

Georgette Lambert  
970 West Trindle Road  
Mechanicsburg PA 17055  
(717) 506-0493 • Fax: (717) 691-3381  
[georgette@barkleigh.com](mailto:georgette@barkleigh.com)

## Short Rates:

Advertisers will be billed at a short rate if they do not use the space for which they have previously contracted.

## Ad Design

Let us design an attention-grabbing ad for you. No charge for ad design in Barkleigh media.

## Questions about your ad?

Call Barkleigh Productions, Inc.  
(717) 691-3388 Ext. 223  
[dbecker@barkleigh.com](mailto:dbecker@barkleigh.com)

## Inserts

- **1 or 2 page insert** (1 sheet printed one side or both sides) - \$2130
- **4 page insert** (2 page spread, printed both sides) - \$3050
- **6 Page insert** (3 page spread, printed 2 sides) - \$5020
- **8 page insert** (two 4 page inserts, printed 2 sides, stitched) - \$7015

## Mechanical Requirements:

- **1 or 2 page** - 8-3/4" x 11-1/4"
- **4 page Spread insert** (untrimmed): 17-1/4" x 11-1/4"
- Maximum weight of stock: 100#
- Minimum weight of stock: 60#
- **Contact publisher, before each issue, for quantity of inserts**

## Mechanical Requirements

Unit	Width	Depth
1 page	7"	10"
2/3 page	4-9/16"	10"
1/2 page	4-9/16"	7-3/8"
1/2 page	7"	4-7/8"
1/3 page	2-3/16"	10"
1/3 page	4-9/16"	4-7/8"
1/4 page	4-9/16"	3-5/8"
1/6 page	2-3/16"	4-7/8"
1/8 page	2-3/16"	3-5/8"
1/12 page	2-3/16"	2-3/8"
Column inch	2-3/16"	1"

Non-conforming ad layouts will be billed at the next largest size that will accommodate the advertisement.

Page Size: 3 columns, 2-3/16" x 10" deep.  
Binding: Saddle Stitch or Perfect binding  
Screen: 110 line preferred

## Where to Send Your Ad...

Send all proofs, copy, and/or films to:  
Off Lead & Animal Behavior Magazine  
Barkleigh Productions, Inc  
970 West Trindle Road  
Mechanicsburg PA 17055  
(717) 691-3388 Ext. 223 • Fax: (717) 691-3381  
E-mail: [dbecker@barkleigh.com](mailto:dbecker@barkleigh.com)

**Emailing Requirements:** Email ad as a 300 dpi TIFF. Include all photos, screen and printer fonts used to create the file. JPEG files are not recommended and we accept NO responsibility for poor reproduction.