



AMERICAN
KENNEL CLUB®

MAGAZINES

MEEDIA KIT 2014

TOPIC	PAGE
About the AKC	2
AKC Family Dog Readership & Edit Calendar	3-5
AKC Family Dog Publisher's Statement	6
AKC Family Dog Rate Card	7
AKC Digital Family Dog Rate Card	8-10
AKC New Puppy Handbook Content	11
AKC New Puppy Handbook Rate Card	12
AKC List Rental	13
AKC Magazines Production Specs	14

American Kennel Club

The Authority on Dogs Since 1884

The not-for-profit AKC maintains the largest registry of purebred dogs in the world, and today its rules govern more than 20,000 canine competitions each year. AKC is the umbrella organization for nearly 5,000 member- and licensed dog clubs. Mixed-breed dogs are eligible to be enrolled in the AKC Canine Partners program.



**AMERICAN
KENNEL CLUB®**

\$30,000,000 to Fund Programs for the Betterment of Dogs Everywhere

AKC along with its affiliates AKC Canine Health Foundation and AKC Companion Animal Recovery is the only **not-for-profit** registry devoted to the health, well-being, and betterment of dogs everywhere.

The **AKC Canine Health Foundation** conducts cutting-edge scientific research to prevent, treat, and cure canine disease.

AKC funds **Canine Search & Rescue** and pet-related disaster relief and preparedness efforts.

AKC **inspects thousands of kennels** every year to ensure the safety and welfare of dogs.

AKC Companion Animal Recovery has reunited more than 400,000 lost dogs with their families, operating 24/7, 365 days a year.



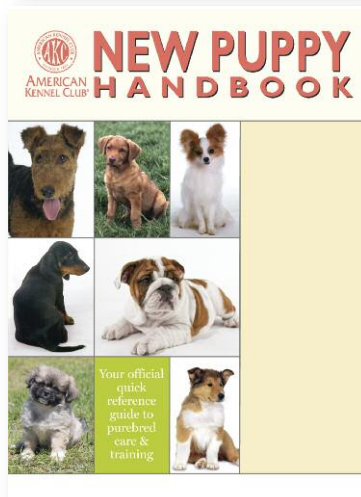
AKC Responsible Dog Ownership Days is a public education and awareness effort celebrated each September at hundreds of local events with AKC affiliated dog clubs.

The **AKC Canine Good Citizen®** program and **AKC S.T.A.R. Puppy** program are open to all dogs and teach basic good manners and socialization.

Magazines That Deliver Devoted, Engaged Dog Lovers

Both **AKC Family Dog** (print and digital) and **AKC New Puppy Handbook** capitalize on AKC's vast database of both purebred and mixed-breed dog owners who have self identified by virtue of their paid participation in registrations and enrollments.

These award-winning publications confer the authority of AKC with 100% canine editorial immersion. It's an audience of multiple-dog-owning households that simply cannot be duplicated elsewhere.





Scaled for Consumer-Style Reach.
Canine Endemic Editorial Immersion.

With 2.3 Readers Per Subscription, PLUS Public Place Distribution,
REACH A TOTAL AUDIENCE OF OVER ONE HALF MILLION!

The digital edition is emailed to an ADDITIONAL
600,000 DOG OWNERS!



94% of Subscribers Own Dogs
With 2.2 Dogs per Household!
26% own 3 or more dogs.

Subscribers Spend an Average of 72 Minutes
Reading a Typical 52 Page Issue.

That's more than a minute per page, so your message gets all the focus it deserves.

Credibility With Readers Is Vital To Our
Messaging and To Yours.

Almost half of subscribers (47%) say that the dog-related information they see in *AKC Family Dog* is "more trustworthy" than other publications.



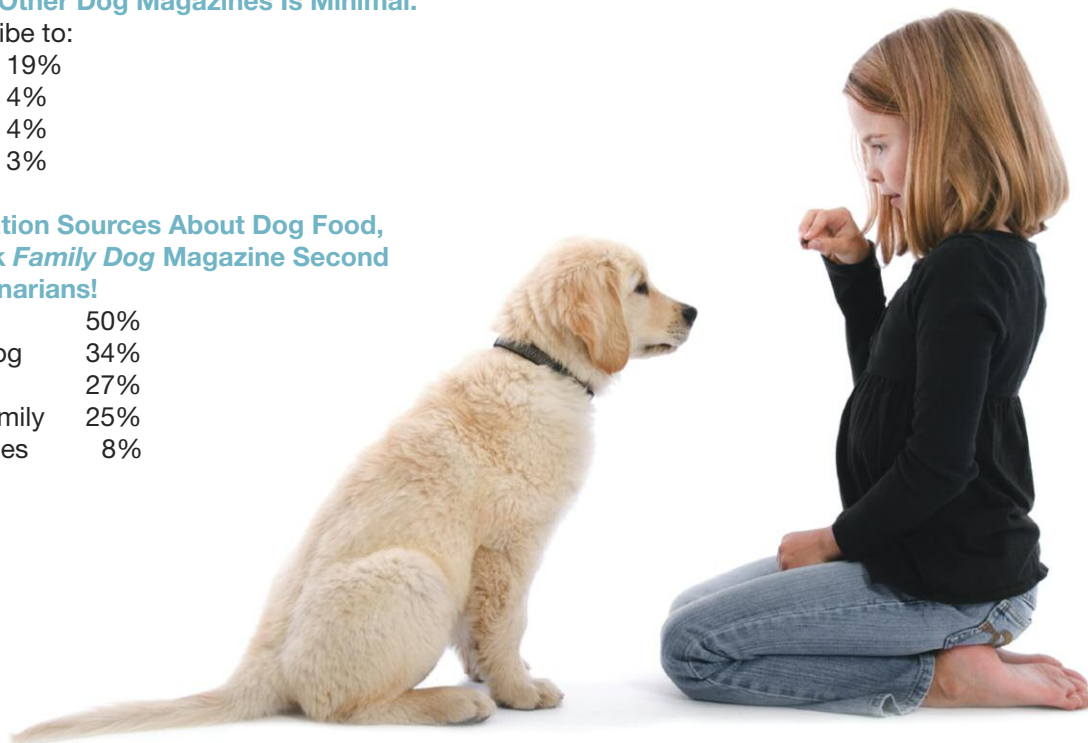
Overlap With Other Dog Magazines Is Minimal.

% who subscribe to:

Dog Fancy	19%
The Bark	4%
Cesar's Way	4%
Modern Dog	3%

Of All Information Sources About Dog Food, Readers Rank *Family Dog Magazine* Second Only to Veterinarians!

Veterinarians	50%
AKC Family Dog	34%
Breeders	27%
Friends and family	25%
Other magazines	8%



2014 Editorial Preview

JANUARY/FEBRUARY

Snow Day

Products & activities for indoor fun

Pet Dental Awareness Month

The importance of a clean mouth to overall health

MARCH/APRIL

Take Heart (worm)

Treating parasites

Blended Families

Combining canine households

MAY/JUNE

Spring Cleaning

Time to take out the dog (hair)

They're Baaack: Fleas & Ticks

Combating an annual enemy

JULY/AUGUST

Water Dogs

Keeping them safe & cool

Come On In

Dog park etiquette

SEPTEMBER/OCTOBER

The Natural Vet

Alternative therapies

Back to School

Freshen up your training routine

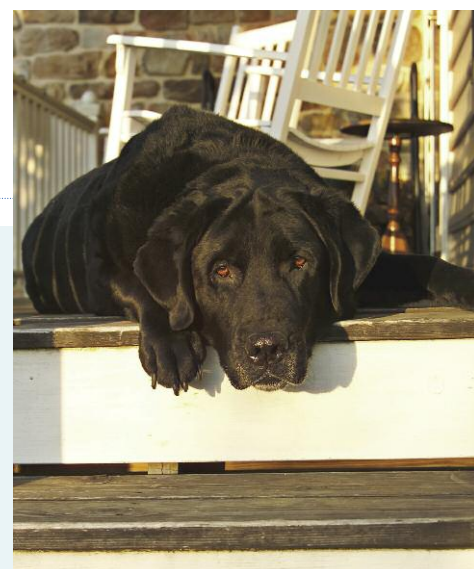
NOVEMBER/DECEMBER

Good Grooming

Protecting feet from winter's wrath

A Perfect Guest and Host

Holiday do's & don'ts



Plus popular columns and departments:

Staff Picks: Things We Love
• The Natural Vet with Dr. Shawn Messonnier • Ask Dr. Kevin • Good Grooming
• Training & Behavior
• All-American Dogs • Health & Nutrition • DogSport 101

Family Dogs Have a Premium Appetite!

Average monthly spending on dog food is \$70.
(Excluding treats!)

Dog Food Purchase Decisions Are Driven By Factors Best Conveyed In Print:

Ingredients 88%
Manufacturer's reputation 80%

70% Choose a Special Formula Dog Food.

Natural/organic 22%
Puppy formula 21%
Weight control 20%
Breed specific 16%
Senior 12%
Allergy 11%

9 Out of 10 Households Keep the Treats Handy:

Subscribers feed treats/biscuits an average of 2.5 times per day. 44% of them treat 3 or more times per day!

Subscribers See Their Vets More Than 4 Times Per Year, Spending an Average of \$976.

78% keep up with flea & tick treatments
71% use heartworm meds
33% feed vitamin/mineral supplements



Annual Canine Product Purchases Include:

Chews 68%
Beds 50%
Dental cleaners 46%
Breed-themed apparel & collectibles 45%
Pet stain removers 37%
Dog crates 33%
Medicated shampoos 32%

Well Traveled Pooches:

Subscribers take their dogs on almost 6 trips per year. 29% of them stay in hotels/motels.

Beloved Family Pets – Not Show Dogs.

57% of subscribers have never been to a dog show.

Key Subscriber Demos:

75% female
Average age of 50
75% have attended college or higher
Average household income of \$110,000





AVERAGE PAID PRINT CIRCULATION:

Subscriptions Sold through AKC \$59 "Gold" purebred dog registration	51,000
Subscriptions Sold through \$35 AKC mixed-breed listing	36,000
Subscriptions Sold through other channels at \$9.95	45,000
Total Average Paid Print Subscriptions	132,000

PUBLIC PLACE PRINT CIRCULATION:

Mailed to veterinary waiting rooms	27,000
Mailed to professional dog groomers	22,000
Dog shows and special events	2,000
Total Average Public Place Print Circulation	51,000

TOTAL PRINT CIRCULATION AVERAGE: 183,000

AVERAGE DIGITAL CIRCULATION:

User sessions	43,000
Unique readers	37,000

GRAND TOTAL PRINT & DIGITAL CIRCULATION: 220,000

SWORN:

John W. Woods
Consulting Publisher

CIRCULATION SHARE BY NIELSEN COUNTY

County Type	Share
A	33%
B	32%
C	18%
D	17%

FREE BONUS DISTRIBUTION IN THE AKC FAMILY DOG DIGITAL EDITION:

- Emailed directly to 600,000 of AKC's most active email customers
- Linked from Your AKC email newsletter
- Linked from AKC Facebook page
- Linked from AKC web site
- Forward to a friend feature
- Sharing links back through Facebook and Twitter



AMERICAN KENNEL CLUB

RATE CARD

Rate Card #10 Effective January 2014



familydog

DISPLAY AD RATES (GROSS)

	1X	3X	6X	9X	12X
B/W					
FULL PAGE	\$12,890	\$12,505	\$12,125	\$11,940	\$11,755
2/3 PAGE	9,540	9,245	8,965	8,830	8,695
1/2 PAGE	7,475	7,250	7,030	6,920	6,820
1/3 PAGE	5,415	5,255	5,100	5,015	4,940

2-COLOR

FULL PAGE	15,160	14,715	14,265	14,060	13,840
2/3 PAGE	11,200	10,880	10,550	10,400	10,235
1/2 PAGE	8,790	8,530	8,265	8,140	8,020
1/3 PAGE	6,370	6,180	5,995	5,900	5,810

4-COLOR

FULL PAGE	15,960	15,475	15,015	14,800	14,565
2/3 PAGE	11,795	11,455	11,110	10,955	10,775
1/2 PAGE	9,260	8,975	8,705	8,595	8,440
1/3 PAGE	6,695	6,505	6,310	6,215	6,120

COVERS 4-COLOR

COVER II	16,920	16,410	15,920	15,620	15,440
COVER III	16,585	16,100	15,620	15,405	15,140
COVER IV	18,045	17,505	16,980	16,750	16,470

MECHANICAL SPECIFICATIONS (in inches)

SIZE	WIDTH	HEIGHT
Spread (Bleed)	16 1/4"	11"
Spread	15"	9 3/4"
Full Page	7"	9 3/4"
Full Page (Bleed)	8 1/4"	11"
2/3 Vertical	4 5/8"	9 3/4"
1/2 Spread (Bleed)	16 1/4"	5 1/4"
1/2 Spread	15"	4 5/8"
1/2 Horizontal	7"	4 5/8"
1/2 Island	4 5/8"	7 1/4"
1/3 Vertical (Bleed)	2 7/8"	11"
1/3 Vertical	2 3/16"	9 1/2"
1/3 Square	4 5/8"	4 5/8"

PRINTING SPECIFICATIONS

PRINTING PROCESS: Offset direct to plate
BINDING METHOD: Saddle stitched
TRIM SIZE: 8" X 10 3/4" Keep live matter at least 1/4" from trim all sides; bleed ads will be centered.

INSERTS, GATEFOLDS AND FALSE COVERS:

Call for specs and pricing.

TERMS

- Cancellations not accepted after space closing. Any ad requiring composition must be received by space closing.
- Covers noncancelable; minimum 3X contract.
- Commissions: 15% to recognized agencies (except shopper).
- Production services available. Call for details.

CLOSING DATES

COVER DATE	ON SALE / IN HOME	SPACE RESERVATION	MATERIALS	DIGITAL EDITION		
				EMAIL BLAST	RESERVATION	MATERIALS
JAN/FEB	January 9	November 11	November 27	January 9	December 20	December 27
MAR/APRIL	March 7	January 10	January 28	March 7	February 18	February 21
MAY/JUNE	May 7	March 7	March 25	May 7	April 18	April 25
JUL/AUG	July 7	May 9	May 27	July 7	June 20	June 27
SEPT/OCT	September 9	July 11	July 29	September 9	August 21	August 28
NOV/DEC	November 7	September 5	September 23	November 7	October 17	October 24

AKC FAMILY DOG SHOPPER SECTION

AD RATES (NET) (No agency commission on Shopper ads)

	1X	6X	12X
B&W			
SINGLE SHOWCASE	\$795	\$745	\$695
DOUBLE SHOWCASE	1,625	1,540	1,445
JUMBO SHOWCASE	2,350	2,225	2,100

2-COLOR PROCESS

SINGLE SHOWCASE	845	795	745
DOUBLE SHOWCASE	1,675	1,590	1,495
JUMBO SHOWCASE	2,400	2,275	2,150

4-COLOR PROCESS

SINGLE SHOWCASE	890	840	790
DOUBLE SHOWCASE	1,720	1,635	1,540
JUMBO SHOWCASE	2,445	2,320	2,195

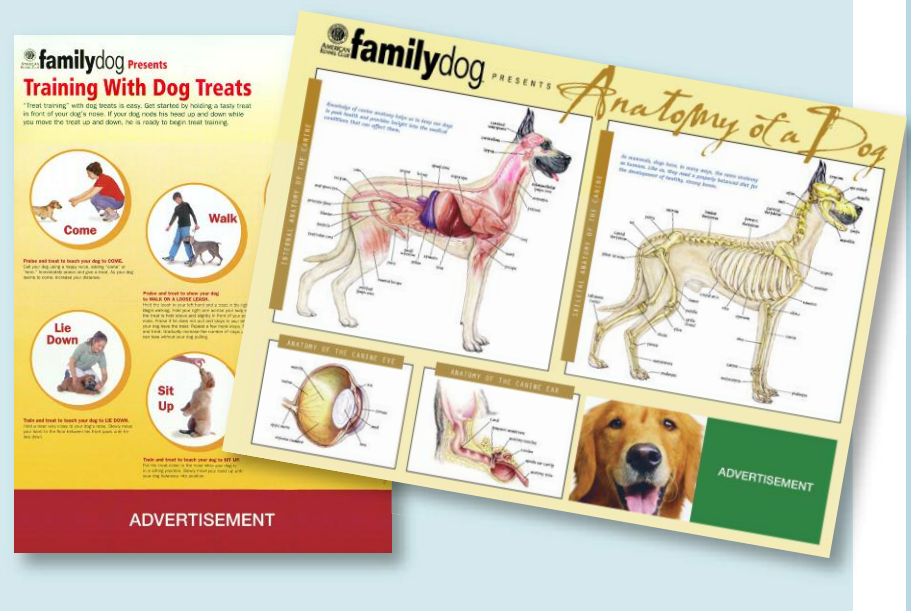
10% discount when running in 2 AKC publications.

MECHANICAL SPECIFICATIONS (in inches)

SIZE	WIDTH	HEIGHT
SINGLE SHOWCASE	2 1/4"	3"
DOUBLE SHOWCASE (vertical)	2 1/4"	6 3/8"
DOUBLE SHOWCASE (horizontal)	4 5/8"	3"
JUMBO SHOWCASE	4 5/8"	6 3/8"

ALL PRINT ADVERTISERS ALSO APPEAR IN THE DIGITAL EDITION AT NO EXTRA COST!

Custom infographics available as inserts, pull-outs or wraps. Inquire.



The Most Original, Rich and Engaging Canine Editorial Environment of Any Digital Medium!

Now reimagined for a dynamic new viewing experience where your marketing message will really shine. Just look at these readership stats.

Average user sessions per issue:

Desktop	26,850
iPhone	6,925
iPad	5,835
Android	3,390
TOTAL	43,000



Average page views per issue: 794,000

Average time spent reading each issue: 14 minutes

Total advertiser click-thrus per issue: 6,808

Sources of unique visitors:

Host email blast	57%
Email forward / sharing	33%
Facebook embed	8%
Posting on akc.org	2%

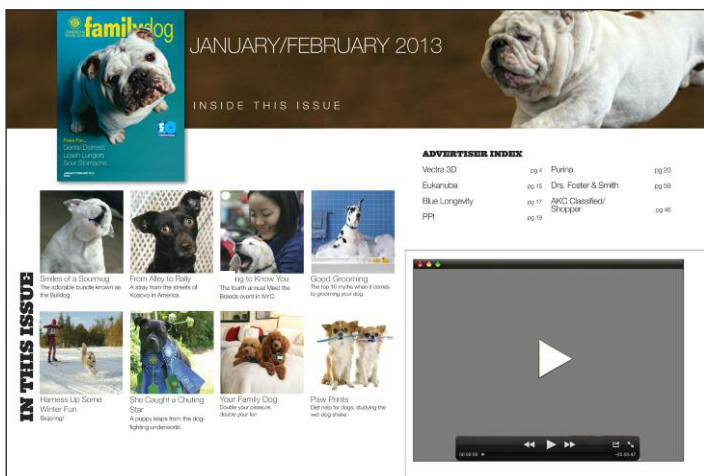
Visually Compelling Ad Formats Are Both Dynamic and Cost Efficient! All rates shown are NET. Discounts available for multiple ad schedules. Pixel dimensions are width x height.



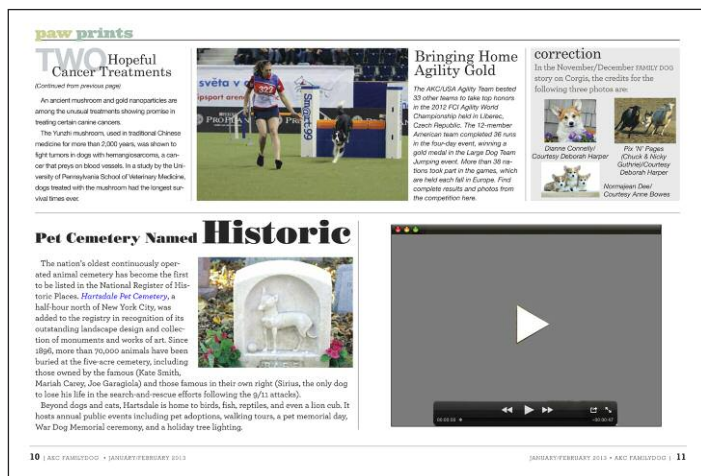
Opening Screen Side Banners:
120 x 300 Left \$ 2,095 Right \$ 2,395



120 x 600 Left \$ 3,395 Right \$ 3,795



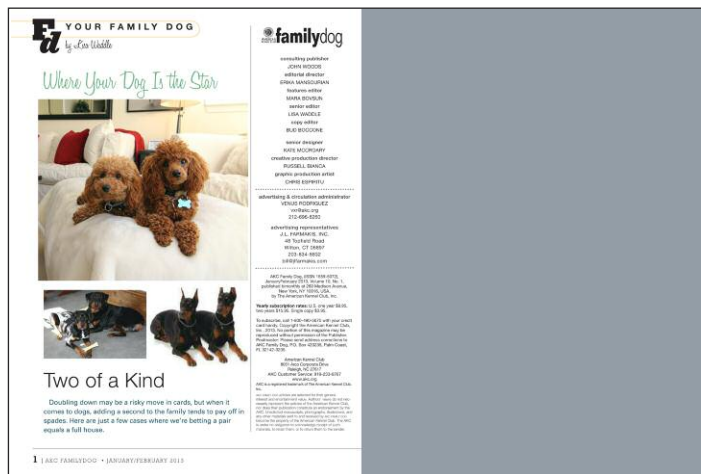
Embedded Video:
Quarter screen Opening screen, right side \$ 4,250



Quarter screen Non-premium position \$ 3,495
Quarter screen Video within any full or half screen ad \$ 895



Full Screen:
1152 x 783 Second screen spread \$ 4,295
1152 x 783 Non-premium spread \$ 3,395



Half Screen:
576 x 783 Second screen spread right side \$ 2,595
576 x 783 Non-premium spread right side \$ 2,095

ASK DR. KEVIN
by Kevin Fitzgerald, DVM

Toxic Sweets and Twisted Stomachs

Why you should keep your dog away from gum, and how to recognize the terrifying condition of blood

When you live with and care for a dog, you naturally have questions about his health, well-being and preventive care. Dr. Kevin Fitzgerald has answers.

A FRIEND RECENTLY NOTICED BY DOG HOING AROUND MY HOUSE AND TOLD ME TO BE CAREFUL, AS SOME TYPES OF GUM ARE POISONOUS TO DOGS. IS THIS TRUE?

Absolutely. For dogs, the danger to gum is the ingredient xylitol. This sugar substitute is harmless to humans, even in high doses, side effects are little more than a mild laxative effect. But for dogs, eating just a small amount can be serious and even fatal. Recently, xylitol has also been reported to be toxic to ferrets. Xylitol is in sugar-free chewing gum, as well as in mints, sugar-free candy, vitamins, and some toothpastes.

In dogs, ingestion of xylitol causes an immediate release of insulin and a subsequent

drop in blood sugar that can result in depression, weakness, stumbling, vomiting, decrease in potassium, seizures, liver disease and even acute liver failure. It has been shown that it takes only one-half a gram of xylitol (one piece of sugar-free gum has from one-half to one gram of xylitol) per 2.2 pounds to cause liver failure. Therefore, the smaller the dog the less required to be toxic.

Dogs have a sweet tooth and will greedily find and eat anything with sugar or a sugar substitute. Signs of toxicity may develop in as fast as 30 minutes. In cases of severe overdose, the initial signs of poisoning may not be noted and the syndrome may progress directly to liver failure.

If your dog eats xylitol, seek veterinary care immediately. Try

to estimate just how much your dog has eaten. If it is soon after ingestion, your veterinarian may induce vomiting. The best treatment is prevention. Keep all sweets out of purses and automobiles, and off coffee tables and kitchen counters. And only use veterinary-approved pet toothpastes—never human toothpaste.



16 | AKC FAMILY DOG • JANUARY/FEBRUARY 2013

Quarter Screen:		
288 x 783	Second spread right side	\$ 1,595
288 x 783	Non-premium positions	\$ 1,375

TECHNICAL SPECIFICATIONS:

VIDEO/MOTION GRAPHICS	IMAGE FILE FORMATS
640 x 480 pixel ratio	Resolution of 300 dpi
Preferred formats:	Acceptable formats: JPG, TIFF, PSD, EPS
AVI, MPG, WMV	
Video files should not exceed 25 Mb in size	FTP:
Adobe Flash (SWF) files should not exceed 700 Kb in size	• Address: ftp2.akc.org
Acceptable formats:	• Username: rpb
FLV, SWF	• Password: senseiruss
	• Prior to FTP, please notify Venus Rodriguez at 212-696-8260, or e-mail vxr@akc.org

For tech questions, call Russell Bianca at 212-696-8271, or email rpb@akc.org

Digital Advertising Terms And Contract Conditions

1. All insertion orders are accepted subject to the provisions of our current rate card. Rates and other conditions are subject to change upon notice from The American Kennel Club, Inc. ("Publisher"). All first-time advertisers are requested to pre-pay the first insertion. Any future insertions will be billed monthly. Net 30 days. All signed insertion orders received via facsimile are considered legally binding agreements. No terms or conditions, printed or otherwise, appearing on contracts, orders, copy instructions, or otherwise which conflict with or amend the provisions of this rate card or which are inserted unilaterally by the agency or the advertiser will be binding on the Publisher.
2. The Publisher reserves the right to decline, reject, or cancel any advertising for any reason at any time without liability, even though previously acknowledged or accepted.
3. The advertiser and its agency, if there is one each represents that it is fully authorized to publish said advertisement and the contents therein. The advertiser and its agency, if there be one, hereby jointly and severally, indemnify and hold the Publisher harmless from and against any and all claims, damages, liabilities, obligations, losses and expenses (including without limitation attorneys' fees and disbursements) in connection with the publication of such advertisements, including without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all other claims now known or hereafter devised. All advertisements are accepted and pub-

GOOD GROOMING
by Est. Atlanta

10 Grooming Myths: Busted!

What you don't know could be hurting your dog.

Mit doesn't involve fleas, explosions, ammunition, or high-speed vehicles, so the cast of MythBusters probably wouldn't be interested in busting myths about dog grooming (although we'd love to see that episode). But there are things many people believe about grooming their dogs that just aren't true. Fortunately, we've got the know-how for you right here.

MYTH #1: Bathing causes dry skin. You've probably heard it, and you may have even experienced what you thought was a dry-skin reaction on your dog after a bath. The truth is, cleanliness is next to dogginess and bathing should feel good to your dog's skin, not bad. The real reason why some dogs have post-bath irritation is that either the shampoo is irritating them (Dumas shampoo and shampoo containing deter-

gents can be too harsh for dogs), or they weren't rinsed completely, leaving residue in the coat. There is nothing harmfully drying about a gentle, hypoallergenic, moisturizing dog shampoo, fully rinsed, even if you bathe your dog every day.

MYTH #2: More lather means a better clean. Lather looks like it's doing something, but it's really just a big bubble. That thick, foamy suspension isn't what does the actual cleaning. It's a by-product of shampoo reacting with particles of dirt and oil. In fact, the best shampoos don't actually contain soap, which would leave a film on your dog's coat. Instead, they contain surfactants that help fully wet the coat so dirt and oil can be lifted and rinsed away. If a shampoo removed all the oil, however, the coat would be too dry, so a gentle, soap-free, detergent-free, moisturizing shampoo will do the best job of lifting away dirt

while retaining some essential coat oil, even if it doesn't make much lather.

MYTH #3: You should clip down thick coats in the summer. This myth is easy to swallow because a big heavy, thick dog coat just looks so hot. But think again. Unlike that fleece or down jacket you wear in the winter, a dog's coat is more like a temperature regulator than a heat insulator. It not only keeps your dog warmer in winter, but also keeps him cooler in summer. You wouldn't want to go naked in the desert. You'd want a layer of clothing to protect your skin. That's just what your dog's coat does. Of course, if you aren't willing to keep up with good grooming, go ahead and shave your dog down. A clipped coat is better than an unkempt, matted long coat, in any weather.

MYTH #4: You should let long hair grow out, untrimmed, in the winter. In the same way a dog's coat keeps him cooler in summer, it

also keeps him warmer in winter, but a haircut isn't the only part of grooming. Some pet owners actually believe that it's OK to let mats form all winter long, thinking it insulates the dog better. Not true! Air needs to get to your dog's skin, or bacteria and moisture could get trapped, leading to uncomfortable and even infected hot spots and other skin irritations. A long furry coat is warming and comforting in the winter, as long as it stays clean and tangle-free.



Bottom Strip: (full width of screen)		
1152 x 180	Second spread	\$ 1,475
1152 x 180	Non-premium position	\$ 1,275

2014 PRODUCTION SCHEDULE

Issue Date	Live /Send	Reservations	Materials
Jan/Feb	Jan 9	Dec 20	Dec 27
Mar/Apr	Mar 7	Feb 18	Feb 21
May/June	May 7	Apr 18	Apr 25
Jul/Aug	Jul 7	Jun 20	Jun 27
Sep/Oct	Sep 9	Aug 21	Aug 28
Nov/Dec	Nov 7	Oct 17	Oct 24

A Cornerstone of Your Canine Media Plan!

UNIQUE FORMAT:

Handy digest size is user friendly for repeat reference and long shelf life.

READ-ME CONTENT:

“Owner’s manual”-style editorial organizes the fundamentals of puppy care for quick, easy reference.

PERFECT TIMING:

Reach these new dog owners just when spending spikes and product trial evolves into brand loyalty.

CREDIBILITY:

“AKC” on the cover evokes a tradition of excellence, and every page commands customer attention and confidence.

SATURATION EXPOSURE:

Mailed to every new AKC dog registrant. Additional distribution to non-registrants and mixed breeds through AKC’s S.T.A.R. Puppy program which taught basic training and socialization.

READERSHIP DEMOS:

Average time spent reading:

43 minutes

Readers per copy:

2.2

Median age:

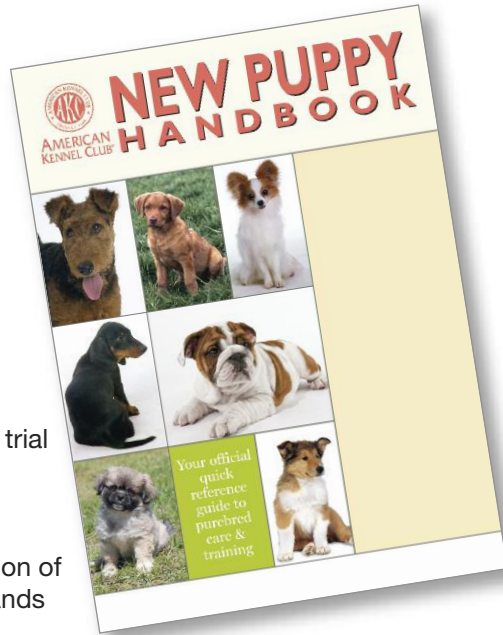
40

Gender:

female 74%
male 26%

Household Income:

\$91,000



Average purchase price of puppy:

\$ 710

Total number of dogs in household:

2.7

Types of dog food purchased:

Dry	99%
Canned	32%
Moist	11%
Treats & biscuits	81%



Stake Your Ad Position Within These Editorial Sections:

Leaps & Bounds

- puppy development —a year-one timeline: physical growth ■ behavior ■ health and nutrition reminders ■ training tips ■ your 12-month “to do” list

Housebreaking

- 5 steps to a house-trained pup ■ submissive urination ■ correcting “mistakes” ■ what is paper-training? ■ tips for city dwellers ■ benefits of crate training

Nutrition

- the problem with “people food” ■ canine nutrition: year one ■ commonsense feeding tips ■ premium foods ■ portion size ■ bones ■ wet vs. dry ■ big dog–small dog nutrition

Basic Training

- correction and reward ■ teaching puppies the “Basic 5” commands—come, heel, sit, stay, and down—the building blocks of canine training

Grooming

- establishing a routine ■ assembling a grooming tool kit ■ skin and coat ■ feet and nails ■ eyes, ears, and teeth ■ fleas and ticks: remedies and prevention ■ bathing

Health & Veterinary Care

- fitness overview ■ vet-care primer ■ vaccines ■ spotting symptoms ■ emergencies ■ thermometers ■ how to medicate a dog ■ poisons ■ common illnesses

Life with Dogs

- puppy socialization ■ dogs and kids ■ your dog in public ■ raising a well-tempered canine ■ toys ■ travel and vacationing with dogs ■ seasonal notes ■ boarding ■ exercise ■ pet-sitters

About the AKC

- what is the AKC? ■ competitive events ■ AKC departments and programs ■ Canine Health Foundation ■ Companion Animal Recovery ■ Canine Good Citizen and S.T.A.R. Puppy

DISPLAY AD RATES/4 COLOR (GROSS)

ALL MAILINGS FOR:	1X (3 MONTHS)	2X (6 MONTHS)	3X (9 MONTHS)	4X (12 MONTHS)
FULL PAGE	\$28,315	\$23,375	\$22,325	\$20,960
2/3 PAGE	20,950	17,335	16,810	15,700
1/2 PAGE SPREAD	28,100	23,050	22,000	20,750
1/2 PAGE	18,125	15,235	14,450	13,600
COVER II	NA	26,790	NA	24,950
COVER III	NA	25,160	NA	23,375
COVER IV	NA	28,890	NA	26,790

MECHANICAL SPECIFICATIONS (IN INCHES)

SIZE	WIDTH	HEIGHT
SPREAD (BLEED)	10 3/4"	7 1/2"
SPREAD	10"	6 3/4"
FULL PAGE (BLEED)	5 1/2"	7 1/2"
FULL PAGE	4 3/4"	6 3/4"
2/3 PAGE	3 1/8"	6 1/4"
1/2 PAGE SPREAD	10"	3"
1/2 PAGE (VERTICAL)	3 1/8"	4 3/4"
1/2 PAGE (HORIZONTAL)	4 3/4"	3"

TRIM SIZE: 5 1/4" X 7 1/4"

SAFETY: allow 1/4" safety all sides



CLOSING DATES

REMAKE	MAILINGS	SPACE RESERVATION	MATERIALS
1st quarter	Mar/Apr/May	January 28	February 7
2nd quarter	Jun/Jul/Aug	April 25	May 7
3rd quarter	Sept/Oct/Nov	July 25	August 8
4th quarter	Dec/Jan/Feb	October 22	November 7

SHOWCASE ADVERTISING RATES (NET) (No agency commission on Showcase ads)

ALL MAILINGS FOR:	1X (3 MONTHS)	2X (6 MONTHS)	3X (9 MONTHS)	4X (12 MONTHS)
4 Color Process	\$1,495	\$1,395	\$1,295	\$995

Showcase ads are 2" high x 3" wide horizontal or 3" high x 2" wide vertical. Showcase ads are positioned at the publisher's discretion.

SHOWCASE DISCOUNTS: Combine with AKC Family Dog magazine and take 10% off both rates!





AMERICAN KENNEL CLUB MASTERFILE DATABASE

Segments:

5,000,000 Dog Registrants, Subscribers and Good Citizen graduates.
See Below for Pricing

Description:

Family Dog readers are purebred-pet owners registered with the AKC. These subscribers have been upsold to the \$47 Gold Package, which included the registration and a subscription to *Family Dog*. HHI is \$110,000, 74% female, average 3 dogs per household. Base rate \$95/M

Dog Registrants are purebred-dog owners, breeders, handlers, and dog fanciers who have registered their pedigreed dogs with the American Kennel Club. (Base rate - see below)

AKC Canine Good Citizen training rewards dogs who have good manners at home and in the community. This segment includes both purebred and mixed-breeds. Base rate \$95/M

AKC Canine Partners segment includes mixed breed dog owners who have paid to list their dog for eligibility in a separate class of AKC companion events such as Agility. Base rate \$95/M

Pricing:

Annual Magazine Adv. Commitment	Max. Names Available Per Year	Rental Rate Per Thousand
\$ 10,000	20,000	\$80.00/M
\$ 20,000	40,000	\$75.00/M
\$ 30,000	60,000	\$70.00/M
\$ 40,000	80,000	\$65.00/M
\$ 50,000	100,000	\$60.00/M
\$ 75,000	250,000	\$55.00/M
\$100,000	500,000	\$50.00/M
\$150,000	Unlimited	\$45.00/M

Maximum name allowances earned expire annually.
No telemarketing; no e-mail appending.
All list rentals are for one-time use only.

Cancellation Policy:

All cancelled orders are subject to a \$100 cancellation fee, plus \$15/M run charges, selection fees, and shipping/material charges. Full rental charges apply to all cancellations made after the mail date. All list rentals are for one-time use only.

Available
Exclusively
to AKC
Advertisers!

ID NUMBERS

DMI Number: 11293

MIN Number:

LIST TYPE

Consumer

CURRENCY

US Dollars

SELECTIONS

Breed \$15.00/M

Breed Size \$15.00/M

Demographics \$10.00/M

Dog Age \$15.00/M

Ethnic Religious \$15.00/M

Gender \$8.00/M

Lifestyle

Interests \$15.00/M

Multi Dog HH \$15.00/M

Recency \$15.00/M

SCF \$8.00/M

State \$8.00/M

Weekly/Bi-Weekly

Hotline \$20.00/M

Zip \$8.00/M

MATERIAL & PROCESSING

E-mail Delivery \$50.00/F

FTP \$50.00/F

Keying \$2.00/M

Run Charges \$8.00/M

SOURCE

95% Direct Mail

MINIMUM ORDER REQUIREMENTS

Names: 5,000

SAMPLE

1 Mailing piece(s) required

UPDATE CYCLE

Monthly

ADDITIONAL SELECTIONS

AVAILABLE: Demographic, Psycho-graphic, and Ethnic/Religious.

Call for detailed selects and counts.

Peg O'Keefe 402-836-5690
peggy.okeefe@infogroup.com

This list does not pay broker commission.



AMERICAN
KENNEL CLUB® MEDIA



MEDIA:

- Mac formatted disks, DVD-R CD-R.
- Submitted media must be clearly labeled.
- E-mailed ads accepted only with accompanying hard-copy color/content/size proof.
- NO non-digital art accepted.

FTP:

- Address: <ftp2.akc.org>
- Username: rpb
- Password: senseiruss
- Prior to FTP, please notify Venus Rodriguez at 212-696-8260, or e-mail vxr@akc.org

ACCEPTED FORMATS:

- NATIVE QUARK FILES
All native Quark files MUST be Mac compatible.
All fonts (Mac OS/Postscript or Open Type only, no True Type) and all dependent images MUST be included.
All included images 300 dpi CMYK or grayscale ONLY. (All PMS and spot colors will be converted to CMYK.)
No JPEGs.
A color/content/size printed proof, generated from submitted file, must be supplied.
- HI-RES TIFF FILES
300 DPI minimum
CMYK or grayscale ONLY
A color/content/size printed proof, generated from submitted file, must be supplied.
- HI-RES ADOBE ILLUSTRATOR FILES
All fonts converted to outlines.
All images embedded.

A color/content/size printed proof, generated from submitted file, must be supplied.
CMYK or Grayscale ONLY.

- HI-RES, PRESS-OPTIMIZED, PDF FILES

All fonts embedded.
CMYK or Grayscale ONLY.
300 DPI for all submitted images and files.
A color/content/size printed proof, generated from submitted file, must be supplied.
Must have position, trim and bleed indicated.

LABEL REQUIREMENTS:

- Publication issue date, advertiser name, contact name and phone number.
- Also include a hard-copy directory of all files contained on disk.

AKC is not responsible for color or content of proofs or files that do not conform to the specifications listed.

Please confirm due dates with the Production Department.

If you have questions or problems with supplying a digital format, please contact Russell Bianca at 212-696-8271.

Please note: Charges will be made to advertiser or agency at commercial rates for digital files that require operator intervention.

A printed color/content proof must be supplied.

All ads supplied without a printed color proof will have one made (time permitting) at advertiser or ad agency's expense. Since client will not be able to sign off on the proof made, the publication is not responsible for color quality of final printed ad.

ADVERTISING TERMS AND CONTRACT CONDITIONS

1. All insertion orders are accepted subject to the provisions of our current rate card. Rates and other conditions are subject to change upon notice from The American Kennel Club, Inc. ("Publisher"). All first-time advertisers are requested to pre-pay the first insertion. Any future insertions will be billed after the date the publication is mailed. Net 30 days. All signed insertion orders received via facsimile are considered legally binding agreements. No terms or conditions, printed or otherwise, appearing on contracts, orders, copy instructions, or otherwise which conflict with or amend the provisions of this rate card or which are inserted unilaterally by the agency or the advertiser will be binding on the Publisher.

2. The Publisher reserves the right to decline, reject, or cancel any advertising for any reason at any time without liability, even though previously acknowledged or accepted.

3. The advertiser and its agency, if there is one each represents that it is fully authorized to publish said advertisement and the contents therein. The advertiser and its agency, if there be one, hereby jointly and severally, indemnify and hold the Publisher harmless from and against any and all claims, damages, liabilities, obligations, losses and expenses (including without limitation attorneys' fees and disbursements) in connection with the publication of such advertisements, including without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all other claims now known or hereafter devised. All advertisements are accepted and published upon the representation by the agency and advertiser that they are authorized to grant the right to publish the entire contents and subject matter thereof in Publisher's publications and that such publication will not violate any law or infringe upon any right of any person or entity in consideration of the publication of advertisements.

4. The advertiser and agency are jointly and severally liable for payment of invoices and all other obligations in connection with advertising published in any of Publisher's publications.

5. Special positioning is available for a premium and is subject to the discretion of the Publisher.

6. Publisher is not responsible for errors in key numbers or advertisers' index. No refund or discount will be allowed.

7. Advertisements that simulate editorial content must be clearly labeled "Advertisement" or such label will be inserted.

8. When cancellation of an insertion order is not received in writing by the space reservation date, cancellation will take effect with the next insertion.

9. When change of copy is not received by the closing date, copy run in previous issue will be inserted.

10. Publisher assumes no liability for occurrences beyond the Publisher's control that prevent the producing, publishing, or distribution of the publication.

11. 2% cash discount on net, after agency commission, if paid within 10 days of billing date. First time advertisers excluded.

12. Past due accounts are subject to a 2% per month interest charge. Collection costs, attorneys' fees, and court costs incurred by the AKC in collecting amounts due for any AKC publication will be paid by the advertiser and/or its agency.

13. All invoices delinquent in excess of 60 days will be subjected to an additional 10% on existing balance.

14. All invoices delinquent in excess of 90 days will be forwarded for collection.