

# 2020-21

## *The APDT Chronicle of the Dog Advertising Kit*



### ***Dog Writers Association of America***

*2019 Winner: Best Annual, Special Interest, or Other Topic Magazine, 2018 Winner: Best Annual, Special Interest, or Other Topic Magazine, 2017 Best Club Publication, Maxwell Medallion Winner as awarded by the Dog Writers Association of America.*

Revised March 27, 2020

# General Overview

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The Association of Professional Dog Trainers (APDT), headquartered in Lexington, Ky., was founded in 1993 to be an inclusive forum for trainers to network with each other, provide educational opportunities, and grow the profession. Our members include professional dog trainers as well as shelter workers, groomers, dog daycare operators, pet sitters, researchers, veterinarians, veterinary technicians and others who work with dogs in both professional and hobbyist capacities. Currently, the APDT reaches approximately 4,500 members worldwide and is actively involved in ethics issues, business management, research, and continuing education in the professional dog training professional and pet industry. ***The APDT Chronicle of the Dog*** is the APDT's professional magazine and reaches our members four times per year.

## EDITORIAL STATEMENT

***The APDT Chronicle of the Dog*** reaches approximately 4,500 members and subscribers who welcome science-based solutions to their everyday dog training and behavior challenges. Whether working with household pets, veterinary clients or shelter animals, our readers trust ***The APDT Chronicle of the Dog*** to educate and provide practical solutions to their dog training and behavior needs.

## APDT CORE PURPOSE

To advance excellence of dog training and behavior consulting.

## OUR VISION

To be the leader in building and promoting dog training and behavior consulting as a profession.

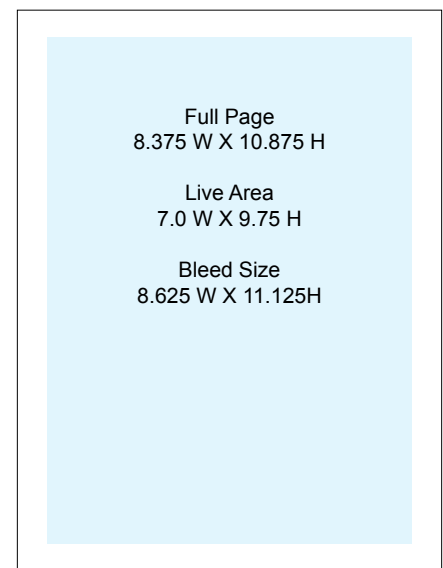
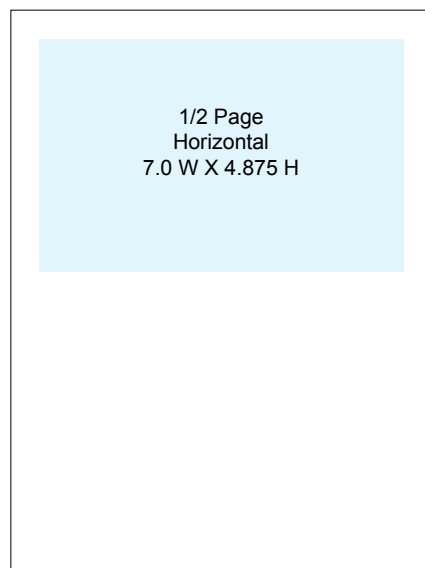
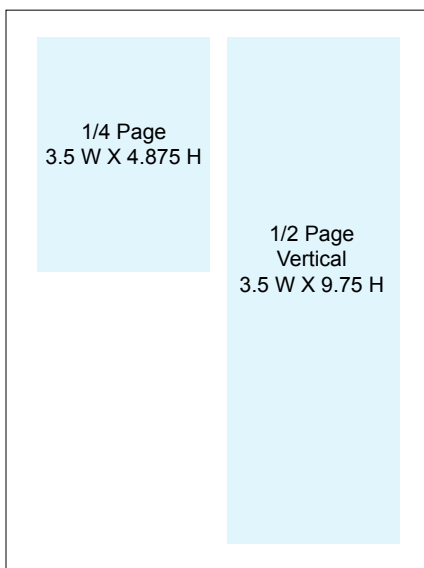
## Demographics

- ✓ 92% of readers are either full-time or part-time dog trainers and/or behavior consultants.
- ✓ 85% of readers reported they use *The APDT Chronicle of the Dog* to keep up with the dog training profession, and approximately 70% use it to learn about new dog-related products, books and DVDs.
- ✓ 75% of readers reported that they have contacted a company or visited its website after viewing their advertisement in *The APDT Chronicle of the Dog*.
- ✓ 61% of readers reported having purchased a product or service after viewing an advertisement in *The APDT Chronicle of the Dog*.

# Advertising Rates & Conditions

Ad Size (all ads are Full Color)	Width	Height	1x Frequency	2x Frequency	4x Frequency
1/4 Page	3.5"	4.875"	\$380	\$340	\$300
1/2 Page Horizontal	7.00"	4.875"	\$670	\$630	\$590
1/2 Page Vertical	9.75"	3.50"	\$670	\$630	\$590
Full Page	8.375"	10.875"	\$990	\$890	\$790
Inside Front / Inside Back Cover	8.375"	10.875"	\$1170	\$1070	\$970
Back Cover	8.375"	10.875"	\$1350	\$1250	\$1150

Rates are effective December 1, 2017. A discount rate applies for multiple placements (2 or more placements). Rates apply for both business and personal ads. All rates are subject to change without notice. Ad placements with a signed contract will continue with the "locked in" rate at the time of the contract signing.



## APDT MEMBER DISCOUNTS

- APDT Supporting Members 5%
- APDT Professional Members 10%
- APDT Professional Premium Members 15%
- Nonprofit 501(c)(3) Organizations: 20%

## PLEASE NOTE!! Acceptability for Publication Policy

The publications of the APDT are published for and on behalf of the membership to advance dog training as a profession and as a science. The APDT reserves the right to, unilaterally reject, omit, or cancel advertising which it deems to be not in the best interest of the APDT, the objectives set forth above, or which by its tone, content, or appearance is not in keeping with the professional nature of its publications. We do not accept ads for any products that do not fit our mission statement.

Conditions, printed or otherwise, which conflict with this policy will not be binding on the publisher. No advertisements of electronic show products will be accepted. Manufacturers of electronic shock products may advertise as long as they are advertising items other than electronic shock products.

# Ad Format Specifications

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Advertisers and agencies assume liability for all content of their advertisements printed in *The APDT Chronicle of the Dog*, and any claim arising against the publisher. The publisher reserves the right to reject any advertising that is deemed unsuitable and to reject, decline, or cancel any advertising for any reason at any time without liability, even if previously accepted. No advertisements of electronic shock products will be accepted (see *Acceptability for Publication Policy*).

## AD FORMATS

All advertising materials must be submitted by the final closing date. If copy is not received by this date, artwork from a previous issue will be used if available. Cancellations will not be accepted after the closing date.

All ads must be submitted electronically via email.

- For email submissions, mail ads to [emily.vollmar@apdt.com](mailto:emily.vollmar@apdt.com)

Ads must be prepared in the specified dimensions. Ads improperly sized will be returned for adjustments.

Ads should be submitted as press-ready PDF files (PDF/X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. Digital photos and graphics files should be at a resolution of 300 dpi or higher at the size which they are used in the PDF. On Full Page ads, please include a .125 bleed on all sides.

## MAILING DATES

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*The APDT Chronicle of the Dog* is published four times per year. Issues are mailed in March, June, September and December.

	Closing Date to Reserve Ad Space	Ad Artwork Files Due
Spring Issue (March/April May)	January 17	January 31
Summer Issue (June/July/Aug)	April 17	May 1
Fall Issue (Sept/Oct/Nov)	July 17	July 31
Winter Issue (Dec/Jan/Feb)	October 2	October 16

# Polybag Insert Guidelines



**Create top of mind awareness and make the first impression when APDT members open the magazine!**

**EXCLUSIVE** to only 3 product vendors (only one treat, one toy, one food, etc.)

**GUIDELINES FOR INSERT:**

3,000 items needed in our office (date tbd by COTD issue)  
(MUST send a sample first for approval by postal system)

> Must be under two ounces

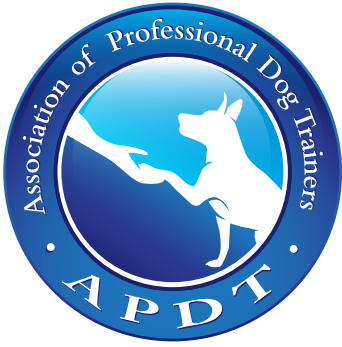
> Flyers/inserts must be 8 3/8 x 10 7/8

> Can send treat samples (Subject to USPS approval)

Polybag Insert ( <i>Coupon or Flyer</i> )	Width	Height	1x Frequency	2x Frequency	4x Frequency
	8.375"	10.875"	\$1500	\$1500	\$1500

# The APDT Chronicle of the Dog Magazine

## Advertising Insertion Order



### ADVERTISER INFORMATION

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

### PUBLICATION DATES

- SPRING 2020       SUMMER 2020       FALL 2020       WINTER 2020  
 SPRING 2021       SUMMER 2021       FALL 2021       WINTER 2021

### AD SIZES AND RATES

Circle Ad Size (all ads are Full Color)	Width	Height	1x Frequency	2x Frequency	4x Frequency
1/4 Page	3.5"	4.875"	\$380	\$340	\$300
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### APDT MEMBER DISCOUNTS

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### PAYMENT INFORMATION

- QUARTERLY PAYMENT ENCLOSED       FULL PAYMENT ENCLOSED       SEND INVOICE

GROSS AMOUNT: \$ \_\_\_\_\_ DISCOUNT: \$ \_\_\_\_\_ TOTAL AMOUNT: \$ \_\_\_\_\_

- CHECK (Please make check payable to: Associations International)  
 CREDIT CARD payments can only be accepted over the phone for security purposes. Payment will show as Associations International, LLC on Credit Card Statement.

### AGREEMENT

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

#### Mail or Email to:

Emily Vollmar • Sales Coordinator, APDT Chronicle of the Dog • 2365 Harrodsburg Road A325 • Lexington, KY 40504  
Phone: 859.219.3531 • Email: emily.vollmar@apdt.com • www.APDT.com

# Advertising Terms

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The acceptability of an ad for publication in APDT publications is based upon legal, social, professional, and ethical considerations. In addition, an ad must be in keeping with the professional nature of the publication. The general policy is stated as follows:

The publications of the APDT are published for and on behalf of the membership to advance dog training as a profession and as a science. The APDT reserves the right to, unilaterally, REJECT, OMIT, or CANCEL advertising which it deems to be not in the best interest of the APDT, the objectives set forth above, or which by its tone, content, appearance is not in keeping with the professional nature of its publications.

Conditions, printed or otherwise, which conflict with this policy will not be binding on the publisher.

## GENERAL

No advertisements of electronic shock products will be accepted. Manufacturers of Electronic Shock Products may advertise as long as they are not advertising Electronic Shock Products.

1. All advertising is subject to the Publisher's approval. The Publisher reserves the right to reject advertising that is not in keeping with the publication's standards and objectives.
2. Advertisers are encouraged to describe products and services in an accurate and complete manner. The APDT reserves the right to refuse to accept ads, which because of omissions or inaccuracies provide misleading information.
3. The publication of any advertisement by the APDT is neither an endorsement of the advertiser nor of the products or services advertised. APDT is not responsible for any claims made in an advertisement. Advertisers may not, without prior consent, incorporate in a subsequent advertisement or promotional piece the fact that a product or service has been advertised in an APDT publication.
4. Advertiser and advertising agency assume liability for all content (including text representation, illustrations, and photographs) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher.
5. The Publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
6. The Publisher's liability for any error will not exceed the charge for the advertisement in question.
7. No conditions, printed or otherwise, appearing on the space order, contract, billing instructions or copy instructions which conflict with the Publisher's stated policies will be binding on the Publisher.

## ORDERS

1. The forwarding of an order is construed as an acceptance of all the conditions under which advertising is at the time sold.
2. A contract period starts from the date of first insertion.
3. The Publisher cannot guarantee requests for specified position unless a position premium has been provided for in the contract.
4. Two or more advertisers are not permitted to use space under the same contract; subsidiaries of parent companies are considered separate advertisers, unless space is reserved through the same agency.

## ORDER CHANGES & CANCELLATIONS

1. All advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the Publisher. However, orders may be cancelled at the time the change in rates become effective without incurring a short-rate adjustment.
2. Cancellation of an order by an advertiser or agency for any reason (other than a rate increase by Publisher) will result in an adjustment of the rate based on past and subsequent insertions to reflect actual space used. Should any cancellations or changes be made after the deadline, Publisher will charge for the original ad size.
3. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.
4. When change of copy, covered by an un-cancelled insertion order, is not received by the close date, copy run in the preceding issue will be inserted.

## COPY

1. The Publisher assumes no responsibility for the condition of original advertising copy submitted for publication. The Publisher reserves the right to return advertising copy for correction of errors, and can refuse to print advertisements should said errors not be corrected.

## TERMS

1. Publisher reserves the right to withhold advertising for any account with an outstanding invoice beyond 60 days.
2. Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising ordered and published.
3. Advertisers and advertising agencies are bound by all conditions outlined in the advertising information kit.
4. Payment is due within 60 day of receipt of Invoice. An invoice will be generated and emailed/mailed to you by the APDT business office.
5. It is the responsibility of the advertiser to submit ad copy on time. For multi-issue contracts, the APDT will run the artwork from the previous issue's ad if we do not receive new artwork by the next issue's deadline and do not hear from the advertiser.