

Rate Card

calgarydoglife.com

BARK IN THE PARK

your guide to dog parks in calgary

Introduction

Calgary Dog Life is proud to announce a unique and exciting publication for dog lovers. ***Bark in the Park*** is a guide to the best dog parks in Calgary. As the only one of its kind, ***Bark in the Park*** fills a void by providing dog lovers with an easy to read map illustrating the best parks to let their dogs exercise and socialize. In addition to the map, ***Bark in the Park*** provides valuable information on park sizes, park features, owner etiquette and suggestions for vehicle parking.

If your advertising goal is to establish an identity and connect with dog lovers in Calgary, ***Bark in the Park*** gives you a unique opportunity to do so. Advertisers will find that their message remains with readers for a long time. The map is not a monthly publication that is read and then recycled after a few days. Rather, ***Bark in the Park*** is a great resource for dog owners, one that will be retained and referred to again and again all year round.

Bark in the Park will target your customers; people in Calgary who care for their dogs and want the very best in nutrition, products, training, healthcare etc. If you would like more details, have further questions or if you are ready to reserve your ad space in the ***Bark in the Park*** map & guide please contact us by phone or email as listed below. We look forward to hearing from you.

Specifications

Bark in the Park is a two-sided publication which features a map of Calgary (divided into 'north' on one side and 'south' on the other). It measures 25" x 19" and folds to 3.5" x 9.5" to fit conveniently in hand bags, back packs and car consoles.

Circulation

35,000 copies of ***Bark in the Park*** will be printed for distribution in August 2007. 30,000 copies will be distributed via Canada Post to specific neighborhoods across Calgary based on geographic, demographic and lifestyle information. The remaining copies will be handed out at popular off-leash parks throughout the city. As an added bonus, ***Bark in the Park*** will be available for download from our website at calgarydoglife.com.

Ad Placement

Positioning of advertisements is at the discretion of Calgary Dog Life. Special ad placement is available for a 10% premium.

Space Reservation & Payment

Deadline for ad space reservation in ***Bark in the Park*** is July 20th. A 50% deposit is required and must accompany a signed contract. Balance of payment is due August 20th, however, a 5% discount is available to all advertisers who pay in full in advance.



www.calgarydoglife.com | info@calgarydoglife.com | 403.540.4123

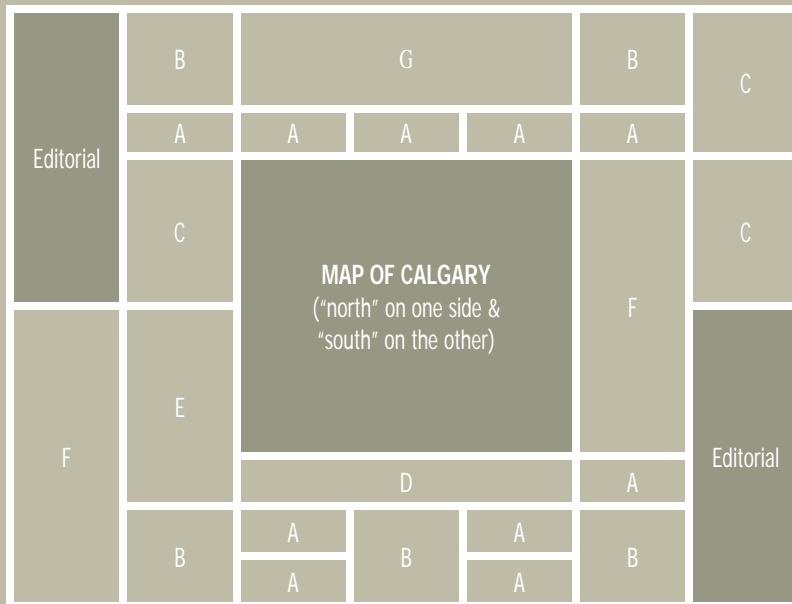
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AD TYPE LEGEND

A - Chihuahua

B - Bulldog

C - Poodle

D - Dachshund

E - Dalmation

F - Mastiff

G - Great Dane

Advertising Submissions

For your convenience, ads may be submitted via email. Color ads must be created using CMYK, minimum 300dpi. Calgary Dog Life strives to reproduce your ad to industry quality standards. Advertisers are responsible for the resolution and quality of images, color match, font reproduction and/or typographical errors.

Advertisers will be notified of any technological problems. In the event of necessary changes, advertisers will be charged (at a rate of \$50 per hour) for all work required to convert supplied advertising material to the printer's requirements. If preferred, these changes can also be done by the advertiser's designer.

Proofs

Digital ad copy must be accompanied by an accurate hardcopy colour proof. A member of the Calgary Dog Life team would be happy to drop by your business and pick up the proof at your convenience.

Digital Files

Preferred format is PDF (press optimized, CMYK). Alternative formats may include TIFF or EPS. Should your submitted file require modification to meet ad specifications, it may be subject to production charges.

Ad Type	Size (WxH)	Rate
Chihuahua	3¼ x 1⅓	\$385
Bulldog	3¼ x 3	\$575
Poodle	3¼ x 4½	\$765
Dachshund	10⅓ x 1⅓	\$835
Dalmation	3¼ x 6	\$945
Mastiff	3¼ x 9	\$1055
Great Dane	10⅓ x 3	\$1125
Back Cover	3¼ x 9	\$1895

Have your facility located on the map!
\$50 per location