



USDAA® Publication Advertising Pricing and Specs

The United States Dog Agility Association (USDAA) produces a publication each month, rotating between a digital magazine format and an E-Newsletter. The *OVERview* **digital magazine** will run: February, April, June, August, October, December. For months between the digital magazine, USDAA will produce its *OVERview* **E-newsletter**. For additional demographics visit USDAA.com.

Digital Magazine Artwork Submissions



PRESS OPTIMIZED PDF. No film will be accepted. PDF files must be high resolution (300 dpi or greater) and optimized for press when distilled. Please be sure to embed all fonts and have all graphics as CMYK when creating the PDF file.

Premium Positions (Reservations required): Inside Front or Back Cover; Double page spread (special position guaranteed).

Ad dimensions:

Ad Size	Width	Height
Full Page (trim size)	8.5	11
½ page horizontal	7.5	4.875
½ page vertical	4.875	7.5
¼ page horizontal	7.5	2.312
¼ page vertical	3.625	4.875

Ad specifications: Trim Size: 8.5 x 11; Bleeds: There are no additional charges for a full-page bleed. Please build the page to trim and extend any bleed 1/8" beyond the edge of trim size. Please remember to consider bleeds when creating your PDF file.

DEADLINE for art is no later than the first of the month in the month of publication (which is usually distributed the second week of the month but may be later.)

Digital magazine rates:

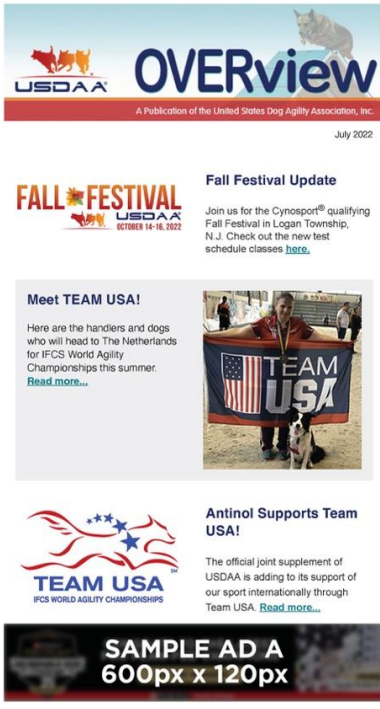
FOUR COLOR COST

Full Page \$1,500*

1/2 Page \$800

1/4 Page \$500

Sample E-newsletter with Advertisement Options



E-newsletter artwork submissions:

Camera-ready art, 72 dpi .jpg or .png file -- 600px x 120px

E-newsletter Pricing:

- Banner ad in *OVERview* with link to advertiser website

Pricing: 1-month rate = \$ 500

DEADLINE for art is no later than the first of the month in the month of publication (which is usually distributed the second week of the month but may be later.)

Contact: Betty Weibel, USDAA Public Relations Office, bw@yp-pr.com, 440-543-8615