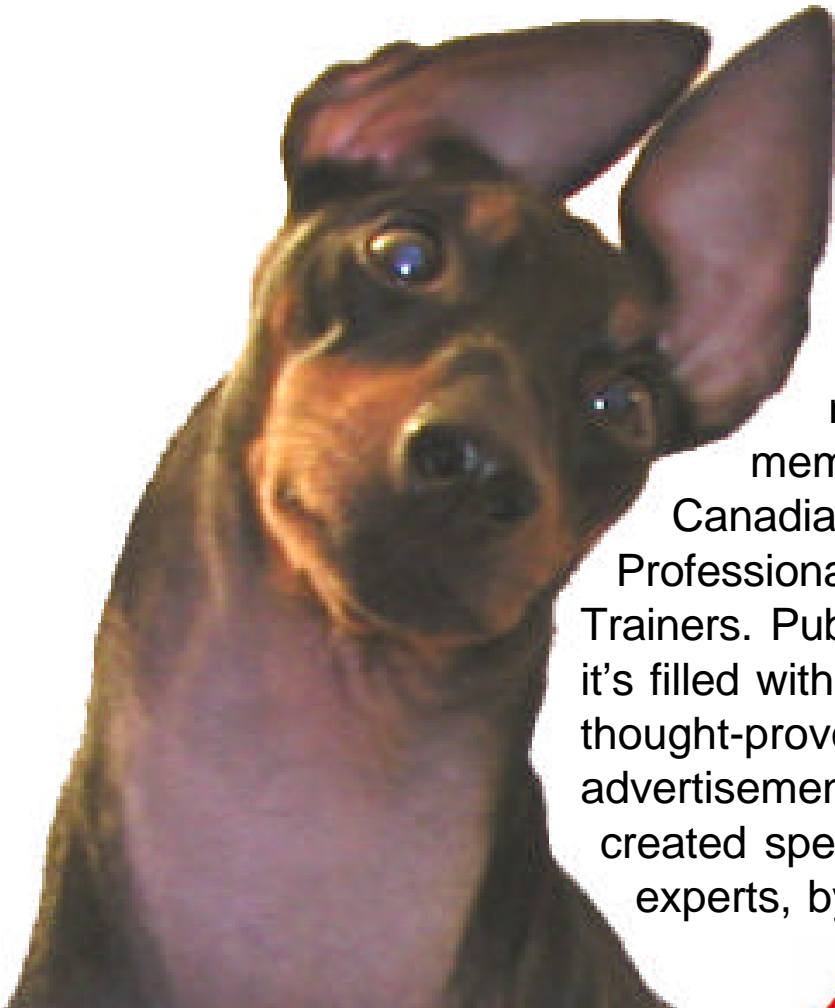


Need to get your pet-related business noticed?

# Advertise

with us and reach your target market.



The CAPPDT *forum* is the official newsletter for members of The Canadian Association of Professional Pet Dog Trainers. Published quarterly, it's filled with news, events, thought-provoking articles and advertisements written and created specifically for the experts, by the experts.

This dynamic resource offers a one-of-a-kind opportunity to market your business or product directly to professionals in the pet industry.



# Rate Card and Ad Specifications

Please submit ad content by email to [editor@cappdt.ca](mailto:editor@cappdt.ca).

If you do not specify the location and/or orientation of your ad the Editor will choose the "best fit" based on the current issue's layout. If there is a conflict with your desired placement, the Editor will notify you and suggest alternate spaces.

Consecutive ads must be in the same place in each consecutive issue.

The price breaks at the right indicate the price per multiple ad. For example, if you wish to purchase three 1/4 page ads the price is 3 x \$40, plus GST.

Ad submission requirements:

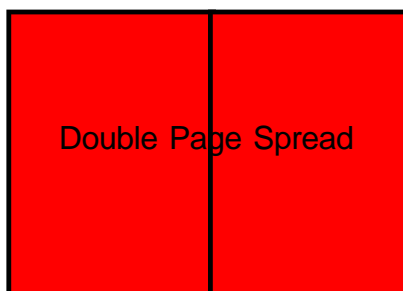
1. Ads must be submitted in the correct dimensions as indicated at the right. Improperly sized ads will be adjusted and invoiced for a \$20 set up fee.
2. Payment must be submitted prior to printing. Payments can be made by cheque payable to CAPPDT Forum.
3. Ads must be submitted as either PDF, TIF or EPS files. Ads cannot be submitted using Microsoft programs. If you cannot prepare the ad in the required formats, we can prepare it for you for a \$40 set up fee.
4. Photos submitted for printing must be at least 300 dpi resolution.

When submitting ad content, please specify:

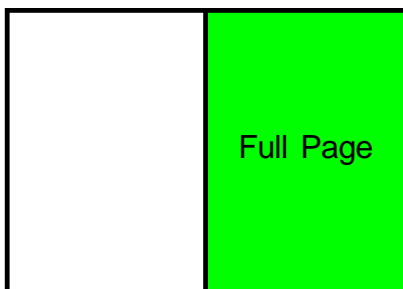
- ad size and orientation desired
- number of insertions desired (issues)
- your name, address and phone number
- the issue your ad will begin running in
- the page you wish your ad to appear on

If you have any questions about advertising, please contact Jennifer Legere at [editor@cappdt.ca](mailto:editor@cappdt.ca).

## Ad sizes and orientations

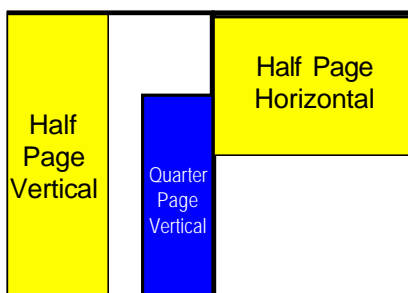


**Double Page Spread (Inside Centre)**  
One \$212.50, Two \$200, Three \$190, Four \$180  
Size = 24 x 34.5 cm



**Full Page Inside**  
One \$125, Two \$112.50, Three \$100, Four \$90

**Full Page - Back Cover**  
One \$150, Two \$135, Three \$120, Four \$110  
Size = 17.25 x 24 cm



**Half Page**  
- Horizontal or Vertical -  
One \$75, Two \$67.50, Three \$60, Four \$55  
Horiz. = 12 x 17.25 cm, Vert. = 8.6 x 24 cm

**Quarter Page**  
- Top, Mid. or Bottom -  
One \$50, Two \$45, Three \$40, Four \$35  
Horiz. = 6 x 17.25 cm  
Vert. = 17.25 x 6 cm

**Eighth Page**  
- Top, Middle or Bottom -  
One \$45, Two \$40, Three \$35, Four \$30  
Size = 3 x 17.25 cm

**Business Card**  
- Horiz. or Vert. -  
One \$40, Two \$35, Three \$30, Four \$25  
Size = 5 x 9 cm

5%  
GST  
will  
apply  
to ad  
prices

