



Advertising

No Kill Sheltering and the *No Kill Advocate* offer excellent advertising opportunities, and reach a dedicated readership of approximately 40,000 dog and cat owners, animal lovers, shelter professionals, animal welfare advocates, and humane leaders.

AD RATES				
Size/Location	1x	2x	4x	Printed Size
INSIDE FRONT COVER - 4C	\$3000	\$5000	\$8000	8.375" x 10.75" trim size vertical
INSIDE BACK COVER - 4C	\$2500	\$4000	\$6000	8.375" x 10.75" trim size vertical
FULL PAGE	\$2000	\$3000	\$5000	8.375" x 10.75" trim size vertical
HALF PAGE 4 C	\$1000	\$1500	\$2500	7.5" x 4.875" trim size vertical/horizontal
QUARTER PAGE 4 C	\$500	\$1000	\$2000	3.375" x 4.875" trim size vertical/horizontal

All advertisements are subject to approval by *No Kill Sheltering* staff, should be professional and clean in appearance, and should be for products and services which do not involve the exploitation of animals.

All print ads should be sent digitally. Please email print ads directly to the No Kill Advocacy Center at info@nokilladvocacycenter.org. Ad art must be submitted in PC friendly files of the JPEG format with a resolution of no less than 300 DPI. Color ad files should be CMYK.

No Kill Sheltering is published quarterly by the No Kill Advocacy Center. All ads that appear in *No Kill Sheltering* will also appear in the *No Kill Advocate*, our online e-newsletter. The newsletter/magazine is received by subscribers throughout the United States. It is also distributed at local, state, and national seminars and conferences. The magazine runs 16 – 24 pages on 11 x 17 stock, saddle stitched to standard 8.5 x 11 size. Issues are four color. A sample issue is available upon request.



Advertising Policy

- Please print out the Advertising Contract on the next page, fill in the required information and fax to 949.276.6943 or mail to the No Kill Advocacy Center, P.O. Box 74926, San Clemente CA 92673.
- Ad copy must be in JPEG graphic file format. Ad copy must be received by the ad deadlines.
- Advertising that was rejected due to lack of space will be fully refunded. The No Kill Advocacy Center reserves the right to reject any advertisement that appears unsuitable in form or content.
- Ads are accepted on a first-come, first-served basis and space availability. Advertisers with existing reservations have priority for placement.
- Please submit artwork electronically to info@nokilladvocacycenter.org. It is the advertiser's responsibility to convert and include all fonts and correctly sample images at a minimum of 300 dpi. CMYK. Please make sure the ad prints well at this resolution prior to submission. No bleeds or negatives, please. No proofs provided.
- Quarterly issues arrive to subscribers by the last day of the first month of the quarter, but No Kill Advocacy Center is not responsible for missed deadlines of events or for other reasons, for dates that appear in advertisements.
- The No Kill Advocacy Center accepts no liability for any claims or damages, express or implied, consequential or unforeseen, and advertiser releases No Kill Advocacy Center for any liability except as follows if error was the fault of the No Kill Advocacy Center or its printer: Rerun of ad in a subsequent issue or return of payment for advertising, at the No Kill Advocacy Center's sole discretion. Jurisdiction shall reside in San Clemente, CA.
- Ads are accepted on a first-come, first-served basis and space availability. Advertisers with existing reservations have priority for placement.
- We do not bill. Payment is due upon submission of contract. (Please verify that preferred placement of advertisement is available before submission.)



No Kill Advocacy Center Advertising Contract 2007-2008

Company Name: _____

Mailing Address: _____

We will advertise in the following issues: (Please mark all that apply)

Issue Date	Ad Copy Deadline
___ 1 st Quarter 2008	December 15, 2007
___ 2 nd Quarter 2008	March 15, 2007
___ 3 rd Quarter 2008	June 15, 2007
___ 4 th Quarter 2008	September 15, 2007

The size of our ad will be: **Quantity:**

___ Full Page _____

If full page, check only one: ___ Inside Front Cover ___ Inside Back Cover ___ Inside Page

___ Half Page _____

___ Quarter Page _____

We will be: *(Please mark one)*

___ Sending a new ad for each issue ___ Using the same ad in each issue

I agree to be bound by the terms of the Advertising policy, a copy of which has been provided to me and which I have read. My payment is enclosed.

Name: _____

Signature: _____

Date: _____