

United States Police Canine Association

# Media Kit



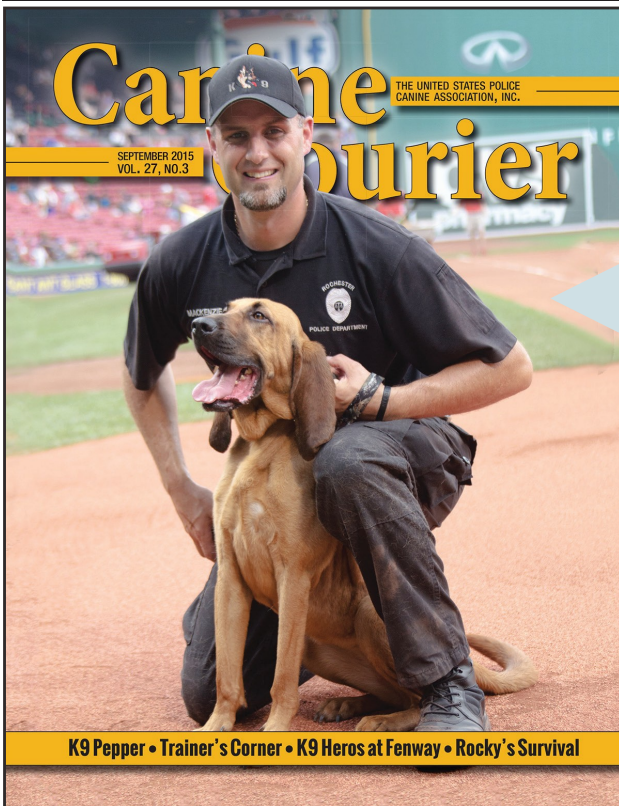
Your opportunity to reach thousands of  
K-9 Handlers, Administrators, and  
Trainers worldwide.

**The oldest and largest Police K-9 Organization**

# Canine

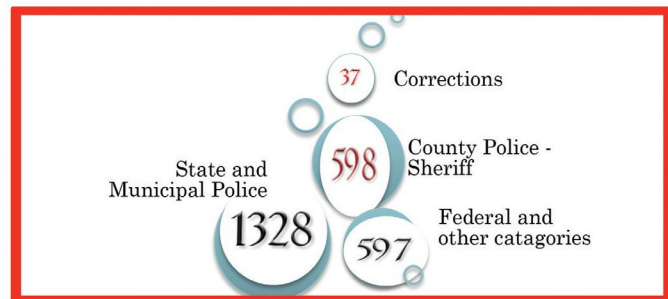
print ad specs

# Courier



*Canine Courier* magazine offers a unique and targeted opportunity in reaching police dog handlers, trainers, evaluators, administrators and civilian supporters of Police K-9's.

$$\begin{array}{rcccl} 4,000 & \times & 2.5 & = & 10,000 \\ \text{Circulation} & & \text{Readers/} & & \text{Total} \end{array}$$



## Standard Positions

**Full Page** .....8.5" x 11" ... 8.75" x 11.25" w/bleed...  
\$500

**Half Page Horizontal**.....7.5"x 5" ..... 8.75" x 5.25" w/bleed.....  
\$300

**Half Page Vertical** .....2.556"x10" . 3.05" x 11.5" w/bleed.....  
\$425

**Quarter Page**.....3.7"x4.9" .... \$275

**Eighth Page** .....2.4"x3.4" .....\$225

**1/16 Page** .....2.26"x1.5" .. \$115

**Text only, Non-USPCA Event/Seminar listings**

5 lines of text (who, what, why, where, & when)..... \$75

**Flyer/Graphics, Non-USPCA Event/Seminar**

Please refer to page size and pricing.

## Premium Positions

Back Cover ..... \$1,100.00

Inside Front Cover ..... \$1,000.00

Inside Back Cover..... \$850.00

Guaranteed Position

## File Delivery

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CD

E-mail: Files that are 3 MB or smaller may be emailed to us-  
pcacourier@gmail.com

Larger files may be shared via Dropbox. Please contact us for  
additional information.

## File Specifications

Bleeds: add .125"

Files must be high resolution (300dpi).

File formats accepted: PDF, TIFF, EPS, JPG

## Ad Production

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Canine Courier will produce an ad for use in our publication if a client needs design services.

The client must provide ALL pieces necessary for production of the ad, including text, images, and related logos. All logos and images must be 300 DPI - low resolution images from web sites may not be used

The client will receive up to 3 proofs, including an initial proof, a revised proof and a final proof for approval. Ads must be approved by advertiser before they can be used.

## Courier Deadlines

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Spring issue (arrives in March) - Due Date - January 25

Summer issue (arrives in June) - Due Date - April 25

Fall issue (arrives in September) - Due Date - July 25

Winter issue (arrives in December) - Due Date - October 25

## Payment

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Please make payments to

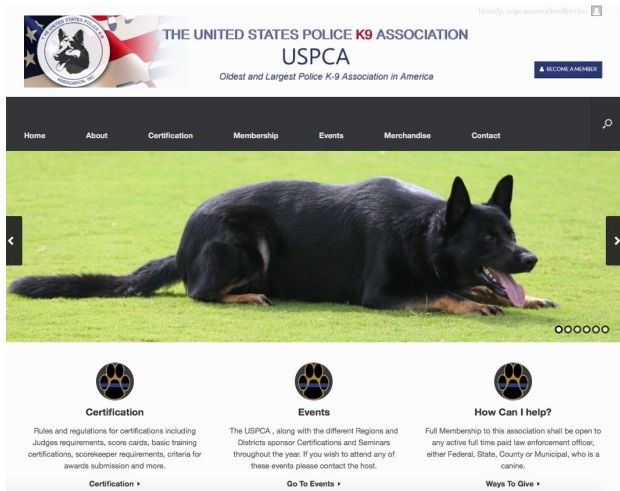
The Canine Courier

410 Norfolk Road

Flourtown, PA 19031

## USPCKA9 WEB PAGE ADVERTISING

The USPCKA9.com web page provides modern and professional access to anyone, anytime and in any country.



The large majority of our website visitors are active law enforcement officers involved in Police K-9 operations, along with their Administrators searching for information to assist them in operating their units. Agencies researching resources, who are attempting to start up a canine unit, also make-up a portion of the USPCKA9.com visitors.

## web adspecs

	Yearly	Quarterly	Monthly
460x60 pixels	\$225.00	\$65.00	\$25.00
220x200 pixels	\$180.00	\$52.50	\$20.00
	Best Value	Short Campaigns Budget	

- ✓ All ads provide a direct link to your website allowing visitors to click on the banner and be taken directly to your site.
- ✓ All 460 x 60-pixel banners, in addition to being placed in our ad rotation on each page, are placed on the Advertisers page.
- ✓ Banner Ads are approximately 460 x 60 pixels or 220 x 200 pixels, depending upon placement.
- ✓ Advertisers may submit their own banner ads or let us create one for you!

Full Page - no bleed

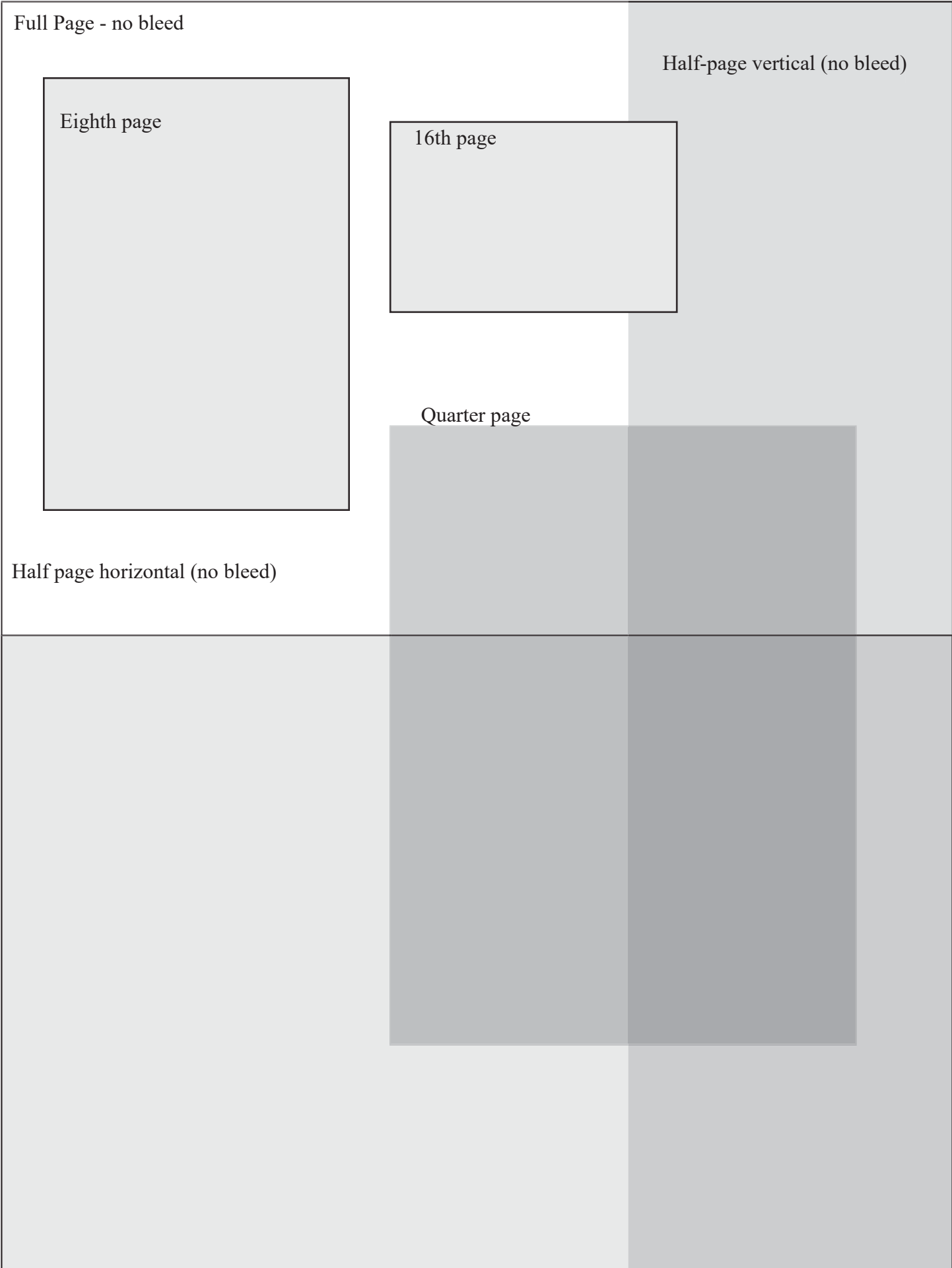
Half-page vertical (no bleed)

Eighth page

16th page

Quarter page

Half page horizontal (no bleed)



## Need help creating an AD? We Can Help.

*Canine Courier* is published quarterly in March, June, September, and December for the United States Police Canine Association (USPCA) with members and supporters located in the United States, Canada, Europe, and the U.S. Virgin Islands.

### Canine Courier can help create your AD.

For design assistance & hourly rates please contact

Advertiser assumes liability for all ad content.

Canine Courier will try to accommodate ad placement requests when available; however, this is not always possible unless specific placement is purchased. Therefore ad position is at the discretion of the publisher.

Media Kit packages can be prepared to meet the needs and budgets of advertisers and customers. For further information and assistance contact [uspcacourier@gmail.com](mailto:uspcacourier@gmail.com)

## Representatives of the Canine Courier, USPCA9.com Website and National Officers:

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