

# **The United States Police K-9 Association**

## **Media Kit**



**[www.USCPAK9.com](http://www.USCPAK9.com)**



## Welcome to the New and Improved Canine Courier

Reach thousands of law enforcement professionals, canine handlers, and decision-makers by advertising in the new digital *Canine Courier*.

All advertising options include the following added value:

- » Your banner ad displayed on the USPCA website approximately 50,000 times annually.
- » Your logo will be featured in our Monthly Newsletter, reaching approximately 5,000 subscribers monthly.



### Plus these NEW Opportunities

Get a link included with each Ad

Link to your website  
email  
phone  
social media account

Want more than one link - add them on!

### Add Video Content to any ad!

Grab the reader's attention by adding a video clip to your ad. Choose to have a dedicated space in your ad for a video clip to be added, or go for a larger size ad to really showcase your company! Think half-page "regular" ad and half-page video ad. Or go Bigger with two side-by-side full pages with a larger dedicated area for your video.\*

\* Limitations apply to video content - see the spec sheet for more details. Video is placed and played horizontally.



## Advertising Options

### Premium Ad Placements:

**Back Cover:** \$1,200 per issue, 4-issue commitment

Includes banner and logo in the newsletter

Includes your choice of two links per ad

**Inside Front Cover:** \$1,100 per issue, 4-issue commitment

Includes banner and logo in the newsletter

Includes your choice of two links per ad

**Inside Back Cover:** \$900 per issue, 4-issue commitment

Includes banner and logo in the newsletter

Includes your choice of two links per ad

### Standard Ad Placements:

**Two Page Spread:** \$800 per issue or \$740 per issue with a 4-issue commitment

Includes banner and logo in the newsletter

Includes your choice of two links per ad

**Full Page Ad:** \$500 per issue or \$440 per issue with a 4-issue commitment

Includes banner and logo in the newsletter

Includes your choice of one link per ad

**Half Page Ad:** \$400 per issue or \$350 per issue with a 4-issue commitment

Includes banner and logo in the newsletter

Includes your choice of one link per ad

**Quarter Page Ad:** \$300 per issue or \$285 per issue with a 4-issue commitment

Includes banner and logo in the newsletter

Includes your choice of one link per ad

### Add-Ons:

These may be added to any advertising package

**Additional links:** \$25 per link above the links included in your package

**Video Content:** \$60 per issue or \$50 per issue with a 4-issue commitment

**Page Placement:** \$40 per issue - Request guaranteed Right or Left page



# United States Police K-9 Association *Canine Courier* File Requirements

**Ad Sizes:** All dimensions are listed as maximum image area.

Inside Front, Inside Back, Back Cover - Color only	8.5"w x 11"h
Full Page Interior	8.5"w x 11"h
Half Page	8"w x 5.25"h
Quarter Page	4"w x 4.5"h

## ***Ad File Requirements:***

**Ads:** Electronic Files in Adobe PDF format preferred – Hi-Resolution (Print Resolution) with all fonts embedded. We can also accept Hi-Resolution .tiff, .jpeg or .eps files. All graphics and images should be converted to either grayscale or CMYK and must be saved at 300 dpi or higher. All art files should be saved at 300 dpi or higher.

Ad copy should be at least 3/16" (.1875") from edge. We will not be responsible for the purchase of fonts or photos missing from any ad or copy files. MAC files accepted – Preferred software: Illustrator, Adobe InDesign or Photoshop.

If you have an ad larger than 10 MB, please upload your file to: <https://spaces.hightail.com/uplink/jorry3P-Inc>  
Otherwise, all ads should be sent to: **CanineCourier@3p-inc.com**

## ***Video Content is as follows:***

### **Accepted Formats:**

- YouTube or Vimeo video links
- .flv, .fv4, or .mp4 files (30 seconds max)
- Direct links to files hosted on your own server (you must own all copyrights)

**Unsupported Platforms:** Facebook and TikTok-hosted videos are not accepted due to compatibility issues.

## **All ads may change each issue.**

### **Submission Deadlines:**

- Spring issue (available in March) - February 6
- Summer issue (available in June) - May 6
- Fall issue (available in September) - August 6
- Winter issue (available in December) - November 6

Ads are due no later than deadline dates listed above. If a deadline falls over a weekend or on a holiday, ads are due on the preceding Friday.

Premier Planning Partners is able to create ads and banners for any advertiser unable to provide a finished ad. Costs vary depending upon ad size, type, details, and changes. Approximate creative charges are as follows\*:

Back Cover Ad	\$300.00
Full Page/Interior Covers	\$250.00
Half Page Ad	\$175.00
Quarter Page Ad	\$125.00
Banner Ad	\$200.00

\*Charges listed are approximate and will vary depending on the complexity of the ad and if all files are furnished in the correct formats. Purchase of additional fonts, photos, etc will be charged to the client. Payment for ad production is due prior to ad deadline and is a separate charge from your ad payment to USPCA. Rush fees will be added to ads requested with-in 14-days of a deadline.



Affiliated Club

Please complete the following and return it via email or fax. USPCA can no longer accept any ad without a signed contract.

Date: \_\_\_\_\_

### Advertiser Information

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Ad Type:      Back Cover      Interior Front Cover      Interior Back Cover      No Cover (regular)  
*Check one option*

Ad Size:      Full Page      ½ Page      ¼ Page      2-page Spread  
*Check one option*

Specialty Placement Request:      Right Side      Left Side      No Request  
*Check one option*

Issue(s):      Spring      Summer      Fall      Winter  
Check the issues you would like - Issues may be over different years

Add Video Advertising to my ad package:      Yes      No  
Add Additional Links to my ad package:      Yes      No

**Payment is due prior to ad deadlines. All advertisers must have a valid credit card number on file, unless ALL ads contracted are pre-paid in full, in advance.**

Magazine Ad price \_\_\_\_\_ X Frequency \_\_\_\_\_ = Total \_\_\_\_\_  
Video Add on price \_\_\_\_\_ X Frequency \_\_\_\_\_ = Total \_\_\_\_\_  
Link Add on price \_\_\_\_\_ X links per issue \_\_\_\_\_ = Total \_\_\_\_\_  
Specialty Placement Add on price \_\_\_\_\_ X Frequency \_\_\_\_\_ = Total \_\_\_\_\_  
PER ISSUE TOTAL \_\_\_\_\_ Yearly Grand Total \_\_\_\_\_

\_\_\_\_ I would like to be invoiced per issue

\_\_\_\_ I would like to pre-pay for all issues contracted

Credit Card:      Master Card      Visa      Discover      AMX  
Card Number \_\_\_\_\_ Exp Date: \_\_\_\_\_ / \_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Billing Address of Card: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

\_\_\_\_ I would like to mail a check for my ad for the issues listed above. In understand payment is due on the 1<sup>st</sup> of the month prior to the contracted issue(s).

\_\_\_\_ I would like the card above billed for my ad on the 1<sup>st</sup> of the month prior to the contracted issue(s).

Signature: \_\_\_\_\_

**Email to: CANINECOURIER@3P-Inc.com or Fax to: 262-552-8098 FORM MUST BE RENEWED EACH YEAR.**