

UKC® FIELD

The Field Newsletter is your trusted source for upcoming event ads, post-event recaps and the results you enjoy most. These pages are a great place to scout out up and coming field trials, including national events, and read result pages about previous events. A monthly section, written by UKC, provides an insider scoop towards your involvement with UKC and American Field trials.

The online version offers information in black and white print, courtesy of UKC. However, to hold the newsletter in your hands each month, with a color-printed cover, subscribe today and have it delivered to your door!

Keep up with what's happening in the field trial sport. For clubs holding events, the newsletter provides the ideal outlet for your paid advertisements. Company product ads and announcements are welcome as well.

AMERICAN FIELD
BY
UNITED
KENNEL CLUB



UKC® FIELD AD RATES

INTERESTED IN COMPANY ADVERTISING?

COMMERCIAL ADVERTISING RATES

| | Single Ad | 3 Ads | 6 Ads | 12 or More Ads |
|---------------|-----------|-------|-------|----------------|
| 2 Page Spread | \$895 | \$875 | \$850 | \$800 |
| Full Page | \$495 | \$475 | \$450 | \$400 |
| Half Page | \$295 | \$275 | \$250 | \$200 |
| Quarter Page | \$195 | \$175 | \$150 | \$100 |

*rates do not include ad design - if needed, design is provided at additional cost

CLUB / EVENT ADVERTISING RATES

| | Event Package | Per Additional Issue |
|--------------|-------------------------------------|----------------------|
| Full Page | \$845 <i>(Required Ad Included)</i> | \$195 |
| Half Page | \$495 <i>(Required Ad Included)</i> | \$145 |
| Quarter Page | \$285 <i>(Required Ad Included)</i> | \$95 |
| Six-Inch | \$165 <i>(Required Ad Included)</i> | \$45 |

Basic Required Ad Size Includes:
• Verification of Points/Passes

• Application of Points/Passes
• Added Viewership of Advertisements

• Ad Design and Storage for Future Use

*Ad only until next event package purchase.

STUD DOG, PUP, & KENNEL ADVERTISING RATES

| | 1 Issue | 2 or More Issues |
|--------------|---------|------------------|
| Full Page | \$245 | \$195 |
| Half Page | \$195 | \$145 |
| Quarter Page | \$145 | \$95 |
| Six-Inch | \$95 | \$45 |

* prices are per advertisement

** rates include ad design

*** all advertised dogs must be UKC registered

****UKC approved clubs receive two ads for the price of one and include free ad design

UKC® FIELD EDITORIAL/ADVERTISING CALENDAR

Attention all UKC FIELD readers!

To ensure that your advertisements and articles appear in the issue desired, all material must be in our office no later than 4:30 p.m. (Eastern Time) on or before the following deadlines.

| | | | |
|-----------------|----------------------|------------------|-----------------------|
| JANUARY | Deadline: December 5 | JULY | Deadline: June 5 |
| FEBRUARY | Deadline: January 5 | AUGUST | Deadline: July 5 |
| MARCH | Deadline: February 5 | SEPTEMBER | Deadline: August 5 |
| APRIL | Deadline: March 5 | OCTOBER | Deadline: September 5 |
| MAY | Deadline: April 5 | NOVEMBER | Deadline: October 5 |
| JUNE | Deadline: May 5 | DECEMBER | Deadline: November 5 |

All material must be in our office no later than 4:30 p.m. on the deadline date.
Deadlines that fall on weekends or holidays move to the next business day.

AD SIZING

Photo Requirements

- Send unedited images, at the highest size and resolution possible.
- Digital photos preferred because they look the best.
- We will evaluate any that are sent in and notify you if they are too small or too blurry.
- When submitting multiple photos, name the files to identify them.

Guidelines for Camera Ready/Pre-Designed Ads

- PDF, JPEG or PSD files accepted
- Include the ad file and all graphics.
- The ad will need to fit our size specifications, which will be supplied upon request.
- If we require changes to the ad, please be available to make them or we will make them to the best of our ability.

| AD SIZE | WIDTH | HEIGHT |
|----------------|--------|--------|
| 1/4 | 3.625" | 4.75" |
| 1/2 Horizontal | 7.5" | 4.75" |
| 1/2 Vertical | 3.625" | 10" |
| Full Page | 7.5" | 10" |

Please include a bleed of at least 1/2 an inch.

AD DESIGN IS A PART OF THE PROCESS

Ad design and consultation is included in the pricing of all stud dog and event printed-magazine advertising and mailing services. If you have an idea, we can help you!