

# The Ridgeback Advertising Rates

## AD PRICES & FABULOUS VALUE PACKAGES

Inside Pages	INSIDE FULL PAGE	INSIDE TWO-PAGE SPREAD	INSIDE 4-PAGE PACKAGE	INSIDE 6-PAGE PACKAGE	HALF PAGE
COLOR	\$265	\$480	\$925	\$1325	\$180
BLACK & WHITE	\$75	\$140	\$250	\$375	\$50

## PREMIUM PAGE AD PRICES & FABULOUS VALUE PACKAGES

	FRONT COVER * (Brood Bitch & Stud Dog covers only)	BACK COVER	INSIDE FRONT COVER	INSIDE FRONT COVER FACING PAGE	COMBO INSIDE FRONT COVER & FACING PAGE	INSIDE BACK COVER	INSIDE BACK COVER FACING PAGE	COMBO INSIDE BACK COVER & FACING PAGE
COLOR ONLY	\$575	\$450	\$400	\$350	\$700	\$350	\$325	\$625

\* FRONT COVER: Available to members only and only in COLOR. Purchase of cover includes COLOR inside full page. No show photos on purchased covers. Some restrictions apply; please contact editor for details and availability.

For Advertising Purchases  
& Questions,  
Contact Advertising Editor,  
**Cheryl Fraser**  
**chaza@pobox.com ~ 508-393-6966**

Payment and completed RRCUS Advertisers  
Release Form are due at the time the ad is placed.

### RATES FOR COMMERCIAL OR NON-MEMBER ADS

Above rates are doubled for commercial or non-member ads. Commercial or non-member ads are subject to RRCUS Board of Directors approval.

### CLASSIFIED & BUSINESS CARD ADS

The Ridgeback Magazine and Newsletter will run 1/8 page ads, either business cards or copy only. Contact the editors for details.

Members . . . . . \$25.00  
Non-Members . . \$50.00

If a ranking is mentioned in an ad, the rating system, publication and/or date must be included. Pending Championships, ROMs, etc. must include an asterisk (\*) stating they are pending approval. Advertisements for puppies or stud service must certify that the sire and dam of the puppies or the dog being offered at stud have all health clearances required by the RRCUS Code of Ethics; OFA ratings must be included in the advertising submission.