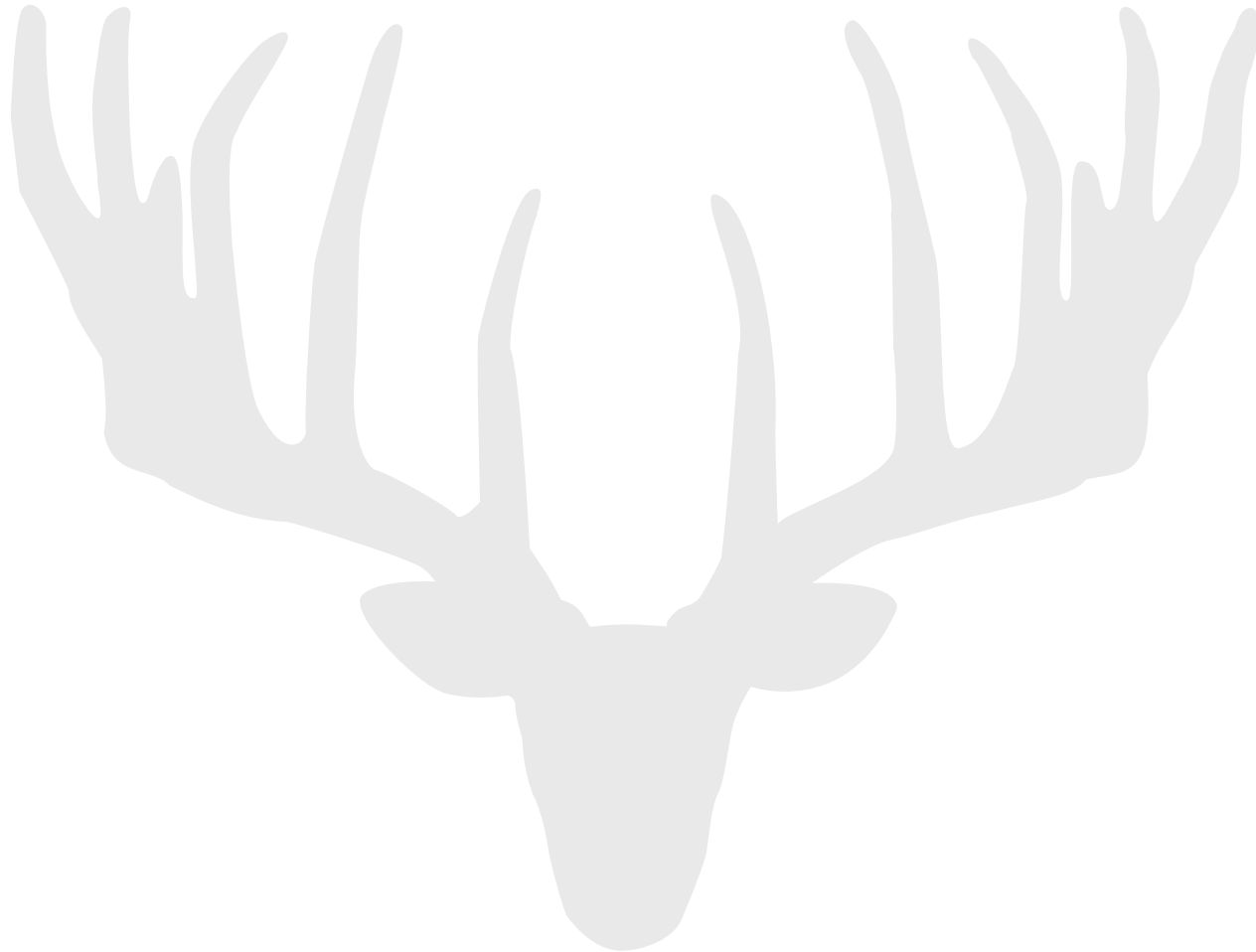


 **Deer Breeders** 
CORPORATION



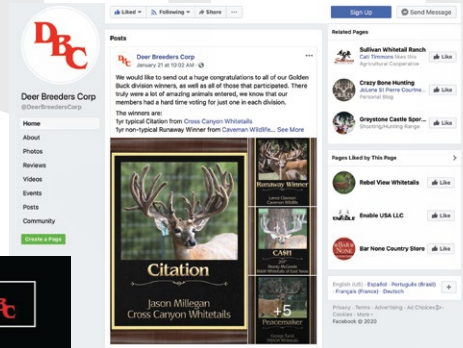
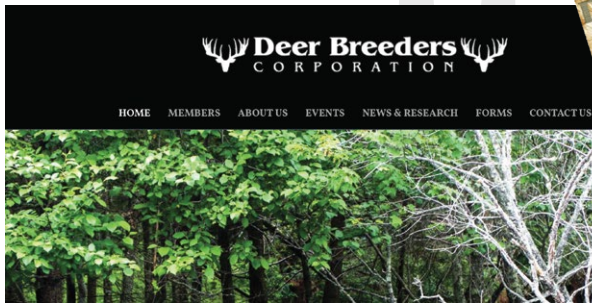
DBC

2022 Media Kit



By Breeders-For Breeders

Ways to Advertise



Quarterly Magazine

Spring

Summer includes August auction lots

Fall

Winter includes January auction lots

Website

Social Media

E-Blasts

Conventions

Calendar

To advertise in print, contact Sarah at sarah@dbcdeer.com
To advertise on the website, social media, or at the conventions,
Contact Cati at cati@dbcdeer.com or call 972-289-3100



DBC Specs & Prices

ALL ADS MUST BE PAID BY THE AD DEADLINE
ONLY PAID ADS WILL APPEAR IN TWWM

Magazine

Calendar

Prices

Full Page:

8.5" x 11"
+ Bleed: 1/8"
Total Document Size: 8.75" x 11.25"
Safety Margin: 8" x 10.5"

Half Page:

8.5" x 5.5"
+ Bleed: 1/8"
Total Document Size: 5.75" x 8.75"
Safety Margin: 5" x 8"

2 page spread:

17" x 11"
+ Bleed: 1/8"
Total Document Size: 17.25" x 11.25"
Safety Margin: 16.5" x 10.5"

CMYK Color Format
300 DPI

12" x 12"
+ Bleed: 1/8"
Total Document Size: 12.25" x 12.25"
Safety Margin: 11.5" x 11.5"

CMYK Color Format
300 DPI

2021 Ad Deadlines
Spring: March 28, 2022
Summer: July 11, 2022
Convention Program: July 25, 2022
Fall: October 10, 2022
Winter (2022/2023): November 28, 2022

Full Page:

1 Issue-\$600.00
4 Issues (bill each)-\$500.00
4 Issues (each) Paid in Full:\$400.00

Half Page:

1 Issue-\$300.00
4 Issues (bill each)-\$250.00
4 Issues (each) Paid in Full:\$200.00

2 Page Spread:

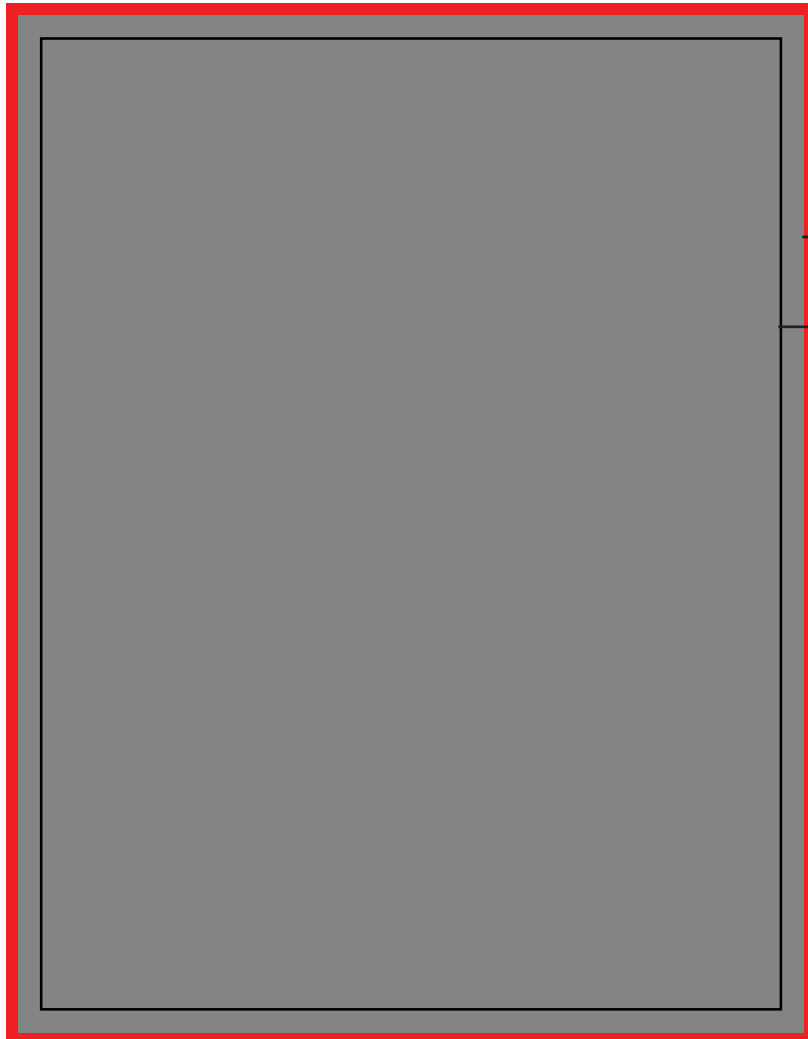
1 Issue-\$1200.00
4 Issues (bill each)-\$1000.00
4 Issues (each) Paid in Full:\$800.00

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To advertise on the website, social media, or at the conventions,
Contact Cati at cati@dbcdeer.com or call 972-289-3100



DBC Ad Recommendations

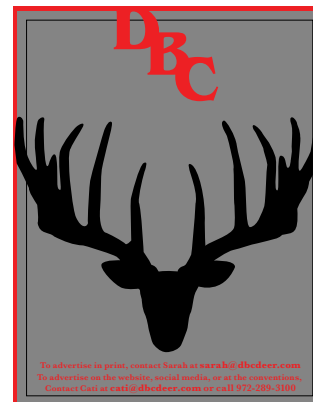
Please see description for sizing a print ad below. Print ads are different than web ads in that there needs to be a sizable safety margin and room for bleed accounted for.



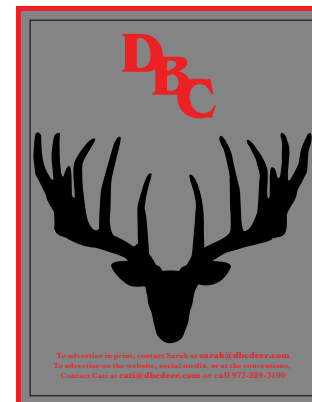
- This is the bleed. This line also represents the total size of the document, which is 8.75 x 11.25. Everything shown in red here will be trimmed off.
- This is the ad size, 8.5 x 11, once the printer trims the bleed off.
- This is the recommended safety margin. We recommend .5 inch in from the 8.5 x 11 ad size all the way around, but even a .75 or 1 inch margin would be better. A 8 x 10.5 guide would work. It is recommended to keep all type and artwork well within this margin. Otherwise, once the bleed is cut off, the artwork and type might be cut off or could be lost in the fold.

Examples:

NO-part of this will be cut off



NO-too close to edge of page, art will be lost in fold



YES-art and type well within safety margin

