

## 2023 PRODUCTION SCHEDULE

### WINTER ISSUE

- **Ad Information Deadline:** Jan. 20, 2023
- **Digital Issue Emails:** February 2023
- **Mails:** Feb. 10, 2023

### SPRING ISSUE

- **Ad Information Deadline:** March 17, 2023
- **Digital Issue Emails:** March 28, 2023
- **Mails:** April 6, 2023

### SUMMER ISSUE

- **Ad Information Deadline:** July 13, 2023
- **Digital Issue Emails:** July 25, 2023
- **Mails:** Aug. 4, 2023

### FALL ISSUE

- **Ad Information Deadline:** Oct. 18, 2023
- **Digital Issue Emails:** Oct. 31, 2023
- **Mails:** Nov. 9, 2023

## 2023 ADVERTISING RATES

### BREEDER RATES (Contracts are for all four issues)

<b>CONTRACT</b> Full Page, Full Color .....	\$550
<b>CONTRACT</b> Two Page, Full Color .....	\$1,000
<b>CONTRACT</b> Half Page, Full Color .....	\$325
<b>CONTRACT</b> 1/4 Page, Full Color .....	\$225

Custom contracts are available upon request.

<b>SINGLE ISSUE</b> Full Page, Full Color .....	\$700
<b>SINGLE ISSUE</b> Full Page, BW .....	\$425
<b>SINGLE ISSUE</b> Two Page, Full Color .....	\$1,350
<b>SINGLE ISSUE</b> Two Page, BW .....	\$800
<b>SINGLE ISSUE</b> Half page, Full Color ....	\$450
<b>SINGLE ISSUE</b> Half page, BW .....	\$275
<b>SINGLE ISSUE</b> 1/4 page, Full Color .....	\$350
<b>SINGLE ISSUE</b> 1/4 page, BW .....	\$275

### ALLY SPONSOR CONTRACTS (Contracts are for all four issues)

<b>BREEDER</b> Full Page, Full Color .....	\$500
<b>BUSINESS</b> Full Page, Full Color .....	\$650

### BUSINESS RATES (Contracts are for all four issues)

<b>CONTRACT</b> Full Page, Full Color .....	\$700
<b>CONTRACT</b> Two Page, Full Color .....	\$1,400
<b>CONTRACT</b> Half Page, Full Color .....	\$400
<b>CONTRACT</b> 1/4 Page, Full Color .....	\$300

Custom contracts are available upon request.

<b>SINGLE ISSUE</b> Full Page, Full Color .....	\$850
<b>SINGLE ISSUE</b> Full Page, BW .....	\$600
<b>SINGLE ISSUE</b> Two Page, Full Color .....	\$1,600
<b>SINGLE ISSUE</b> Two Page, BW .....	\$1,100
<b>SINGLE ISSUE</b> Half page, Full Color ....	\$575
<b>SINGLE ISSUE</b> Half page, BW .....	\$400
<b>SINGLE ISSUE</b> 1/4 page, Full Color .....	\$375
<b>SINGLE ISSUE</b> 1/4 page, BW .....	\$325

Custom contracts are available upon request.

Visionary Sponsors receive a free Full Page, Full Color advertisement in all 4 issues.