

# 2025 PRODUCTION SCHEDULE

## WINTER ISSUE

- **Ad Information Deadline:** Jan. 22, 2025
- **Digital Issue Emails:** February 3, 2025
- **Mails:** February 12, 2025

## SPRING ISSUE

- **Ad Information Deadline:** April 9, 2025
- **Digital Issue Emails:** April 28, 2025
- **Mails:** May 5, 2025

## SUMMER ISSUE

- **Ad Information Deadline:** July 15, 2025
- **Digital Issue Emails:** August 1, 2025
- **Mails:** August 11, 2025

## FALL ISSUE

- **Ad Information Deadline:** Oct. 30, 2025
- **Digital Issue Emails:** Nov. 19, 2025
- **Mails:** December 1, 2025

# 2025 ADVERTISING RATES

## BREEDER RATES (Contracts are per issue, 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 per issue, for all four issues)

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

## BUSINESS RATES (Contracts are per issue, 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.