



American Rabbit Breeders Association, Inc

2013 MEDIA KIT



DOMESTIC RABBITS

OFFICIAL PUBLICATION OF THE ARBA

The American Rabbits Breeders Association has been dedicated to the promotion, development, and improvement of the domestic rabbit and cavy for over 100 years. We are a membership based organization with approximately 22,000 members worldwide ranging from the pet owner with one rabbit or cavy to the breeder or commercial raiser with several hundred animals. Each aspect of the rabbit and cavy industry, whether it be fancy (for exhibition), as a pet, or for commercial value, is encouraged by our organization.

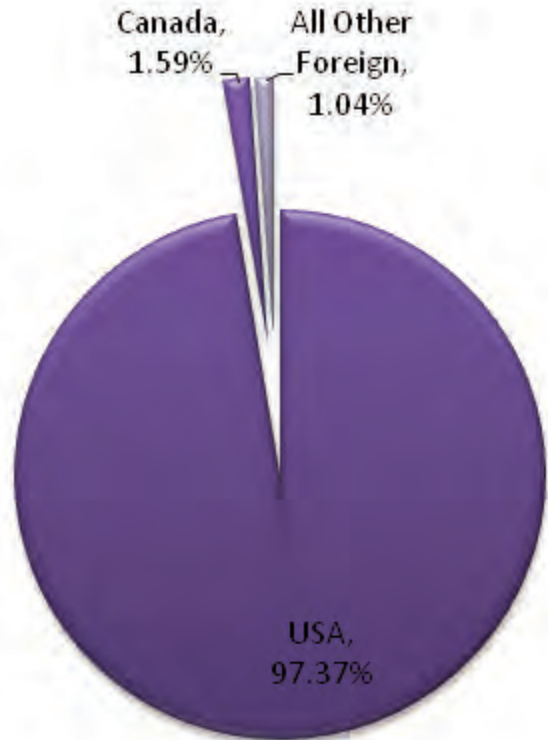


We are the parent organization for over 1,000 national, state, local, and youth clubs which help to educate the public and bring in new members. Those clubs hold approximately 3,000 shows every year.

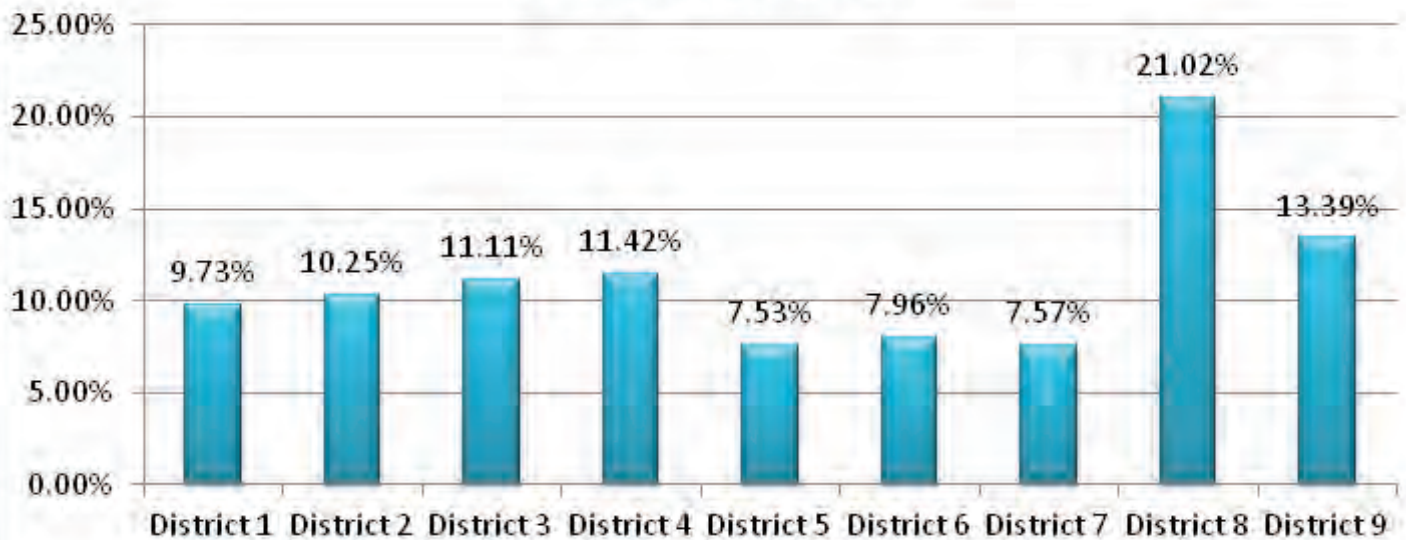
As part of their membership package, all ARBA members receive the *Domestic Rabbits* magazine with the exception of foreign members outside of North America (the magazine is available to them at an additional cost).

The *Domestic Rabbits* magazine provides our members with pertinent information on rabbits and cavies, including all aspects of rabbit/cavy showing as well as commercial information.

We feature articles about rabbit/cavy health, show information, newly recognized breeds and varieties, reports from industry experts, news from our District Directors and National Specialty Clubs, as well as information on rabbit processing facilities and rabbitry management.



Membership by District



District 1-Alaska, Idaho, Montana, Oregon, Washington, Wyoming, Japan, Canada (Saskatchewan, Alberta, British Columbia, Yukon Territory)

District 2-Arizona, California, Hawaii, Nevada, Utah, Mexico

District 3-Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin

District 4-Arkansas, Colorado, New Mexico, Oklahoma, Texas

District 5-Illinois, Kansas, Missouri

District 6-Alabama, Florida, Georgia, Louisiana, Mississippi, Tennessee, Puerto Rico

District 7-Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont, Canada (Quebec, Newfoundland, Nova Scotia, Prince Edward, New Brunswick)

District 8-Indiana, Kentucky, Michigan, Ohio, Canada (Manitoba, Ontario)

District 9-Delaware, Maryland, New Jersey, North Carolina, Pennsylvania, South Carolina, Virginia, Washington D.C., West Virginia & all other foreign

CLOSING DATES

ISSUE	ADVERTISING DEADLINE	PUBLICATION DATE
January/February	December 10th	January 15th
March/April	February 10th	March 15th
May/June	April 10th	May 15th
July/August	June 10th	July 15th
September/October	August 10th	September 15th
November/December	October 10th	November 15th

PRINT SPECIFICATIONS

Acceptable Media:

- PDF files are preferred
- Word, InDesign & Publisher formats accepted
- Digital pictures of 3 MB or higher
- 35mm photos are acceptable but not preferred

Resolution:

- Digital pictures - 3 MB or higher
- Digital scans must be 300 DPI or higher

Color:

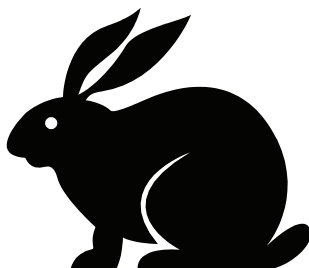
- All display ads are full color; PDF files must be in CMYK color format

Changes:

- Any changes to an existing ad must be received at the ARBA office no later than the advertising deadline for that issue for the change to take effect. No late changes will be accepted. If no artwork is available and the customer desires the ARBA to affect the change, an hourly fee of \$25.00 will be charged (with a minimum fee of \$25.00)

Billing:

- Bill paid in advance or bill will be mailed after the publication date.
- Check, MasterCard and Visa are accepted.
- If paying with a credit card, we offer Recurring Billing on 1 year contracts with 10% discount. Contact our office for more information.



AMERICAN RABBIT BREEDERS ASSOCIATION
PO Box 5667 • BLOOMINGTON, IL 61702
309-664-7500 • FAX 309-664-0941 • domesticrabbits@arba.net

DOMESTIC RABBITS

DISPLAY ADVERTISING CONTRACT



PO Box 5667 • BLOOMINGTON, IL 61702
 309-664-7500 • FAX 309-664-0941 • DOMESTICRABBITS@ARBA.NET

DATE _____

ADVERTISER _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

CONTACT PERSON _____

<i>Prices are per issue</i>	1 Issue	3 Issues	6 Issues	Ad dimensions
() 1 Page	\$373.75	\$364.78	\$358.80	7 1/2 x 9 3/4 (full bleed available also)
() 2/3 Page	\$273.75	\$267.18	\$262.80	4 3/4 x 9 3/4 OR 7 1/2 x 6 1/4
() 1/2 Page	\$211.25	\$206.18	\$202.80	7 1/2 x 4 3/4 OR 3 1/2 x 9 3/4
() 1/3 Page	\$148.75	\$145.18	\$142.80	2 1/2 x 9 3/4 OR 6 x 3 1/2
() 1/6 Page	\$100.00	\$97.60	\$96.00	3 1/2 x 4
() 3 Col Inch	\$67.50	\$64.13	\$60.75	3 1/2 x 3
() 2 Col Inch	\$45.00	\$42.75	\$40.50	3 1/2 x 2
() 1 Col Inch	\$30.00	\$28.50	\$27.00	3 1/2 x 1

NUMBER OF ISSUES _____
 (# of issues desired or TFN "Till Further Notice")

RATE PER ISSUE _____

TOTAL CONTRACT PRICE _____

**Signature of advertiser below indicates acceptance of all terms*

_____ Date _____

PAYMENT METHOD

() Check () Visa or Mastercard () Bill

Card Number _____ Expiration Date (MM/YY) _____

Security Code _____ Phone Number _____ Email _____

Billing Address (if different from above) _____

DOMESTIC RABBITS

CLASSIFIED ADVERTISING CONTRACT



PO Box 5667 • BLOOMINGTON, IL 61702
 309-664-7500 • FAX 309-664-0941 • DOMESTICRABBITS@ARBA.NET

DATE _____

ADVERTISER _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

CONTACT PERSON _____

Check the issues () Jan/Feb - closing date Dec 10 () Jul/Aug - closing date Jun 10
 you want your ad () Mar/Apr - closing date Feb 10 () Sept/Oct - closing date Aug 10
 to appear in: () May/June - closing date Apr 10 () Nov/Dec - closing date Oct 10

1 ISSUE	3 ISSUES	6 ISSUES
\$0.60 per word	\$0.55 per word	\$0.45 per word

Submit ad copy below. Please print clearly using blue or black ink. You may also submit typed copy via email or fax.

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	32	33	34	35
36	37	38	39	40	41	42
43	44	45	46	47	48	49
50	51	52	53	54	55	56

PAYMENT METHOD

() Check () Visa or Mastercard

Card Number _____ Expiration Date (MM/YY) _____

Security Code _____ Phone Number _____ Email _____

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CLASSIFIED ADVERTISING

DETERMINING WORD COUNT

- Each Initial is one word.
Ex: J.T. Smith counts as 3 words
- Each whole number is 1 word.
Ex: \$10 per 100 counts as 3 words
- City, state and zip is one word each.
Ex: Bloomington, IL 61702 counts as 3 words
- Addresses are counted at each word.
Ex: 220 Springfield Rd counts as 3 words.
RR1 Box 123 counts as 3 words.
- Abbreviated terms such as 4x8 and COD count as 1 word when eliminating periods and spacing.
- Phone numbers count as 1 word.
- Websites count as 2 words.
- Email addresses count as 3 words.



PRINT SPECIFICATIONS

- All advertisements are set uniformly. The first word in every ad will be set in capital bold face at no extra charge. No cuts or white space permitted.
- Prepayment is required.
- All copy is subject to approval. The publisher determines which ads are acceptable.
- Advance proofs of classified ads are not provided.

SAMPLE COPY

SATINS-Black, Blue and Chin. All out of registered stock. Peter Rabbit Rabbitry, John Doe, 123 Circle Rd, Bloomington, IL 61701. Phone 309-664-7500

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