



*American Rabbit Breeders Association, Inc*

# 2023 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 21,000 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.

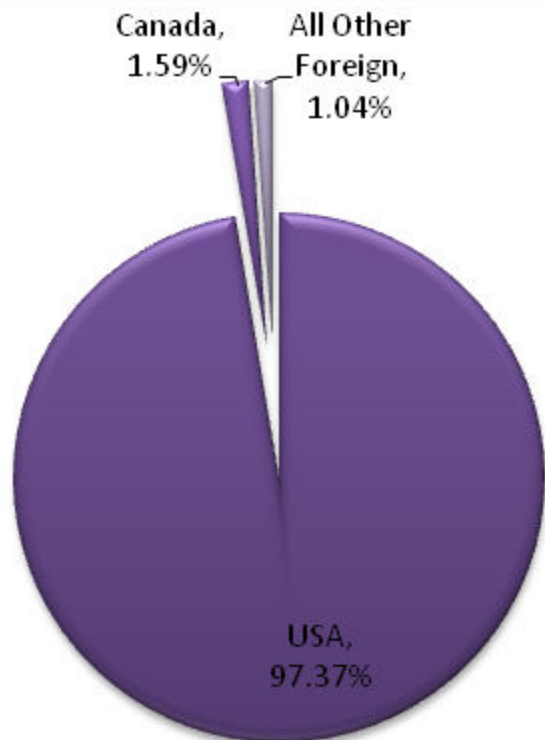


We are the parent organization for over 1,000 national, state, local, and youth clubs which help to educate the public and bring in new members. Those clubs hold approximately 3,000 shows every year.

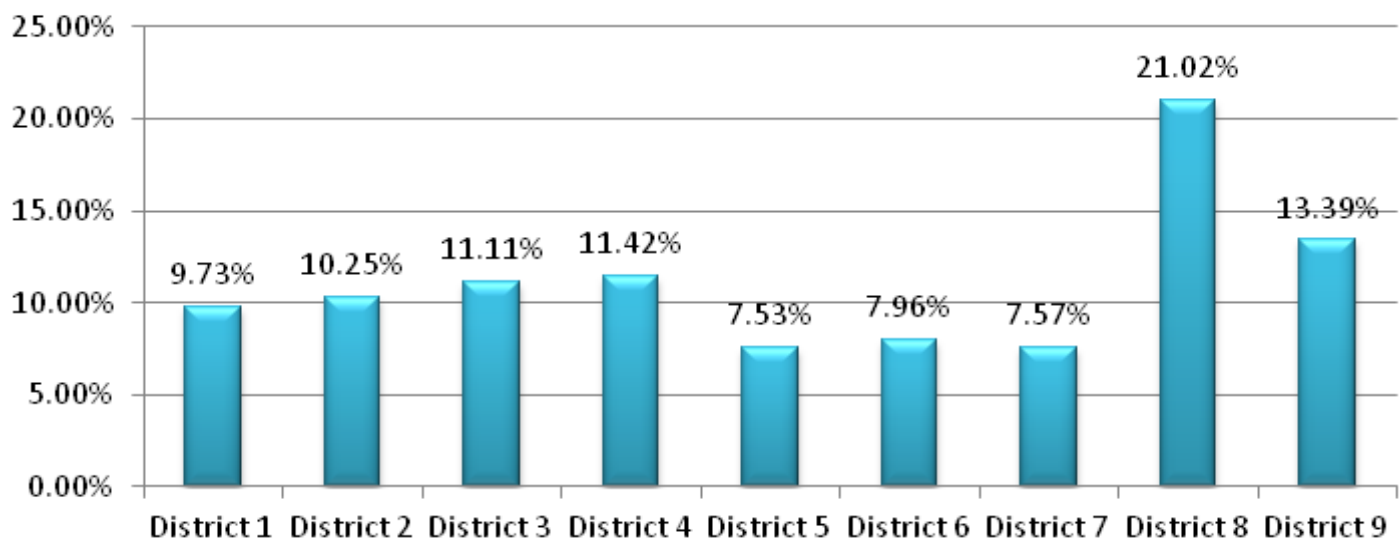
As part of their membership package, all ARBA members receive the *Domestic Rabbits* magazine, with the exception of foreign members outside of North America (the magazine is available to them at an additional cost).

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:

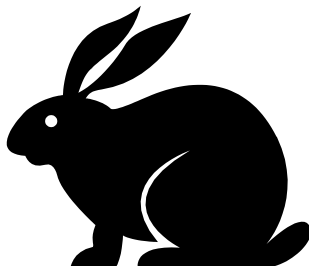
- All display ads are full color; PDF files must be in CMYK color format

### 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 400 • Knox, PA 16232  
814-797-4129 • FAX 814-797-0221 • [info@arba.net](mailto:info@arba.net)

# DOMESTIC RABBITS

## DISPLAY ADVERTISING CONTRACT



PO Box 400 • Knox, PA 16232  
814- 797-4129 • FAX 814- 797-0221 • INFO@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 400 • Knox, PA 16232  
814- 797-4129 • FAX 814- 797-0221

• INFO@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/Jun - 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) \_\_\_\_\_

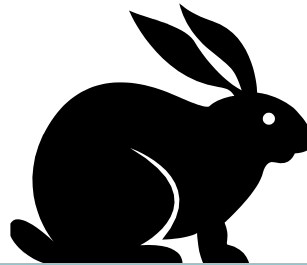
Security Code \_\_\_\_\_ Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

# 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.
- All copy is subject to approval. The publisher determines which ads are acceptable.
- Prepayment is required.
- 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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