

# PET Boarding & Daycare

## ADVERTISING REPRESENTATIVES

**James Severs & Maggie Gellers**  
 (717) 691-3388  
 Fax: (717) 691-3381  
 james@barkleigh.com  
 maggie@barkleigh.com

**At least 15,000 copies per issue!**

Mailed to Pet Care Pros and given out at Major Pet Industry Trade Shows!

## Advertising Rates

### COLOR RATES

	1X	3X	6X
1 Page	\$1595	\$1515	\$1365
2/3 page	1345	1275	1150
1/2 page	995	945	850
1/3 page	730	695	625
1/4 page	585	555	500
1/6 page	420	400	360
1/8 page	335	320	285

### COVERS

2nd Cover	\$2300
Opposite Inside Front	2200
3rd Cover	2100
4th Cover	2500

*Full-color process Included*

### INSERTS

- **1 or 2 page insert** (1 sheet printed one side or both sides) - \$2130
- **4 page insert** (2 page spread, printed both sides) - \$3050
- **6 Page insert** (3 page spread, printed 2 sides) - \$5020
- **8 page insert** (two 4 page inserts, printed 2 sides, stitched) - \$7015

### MECHANICAL REQUIREMENTS:

- **1 or 2 page** - 8-3/8" x 11-1/4"
- **4 page Spread insert** (untrimmed): 17-1/4"x 11-1/4"
- Maximum weight of stock: 100#
- Minimum weight of stock: 60#
- Contact publisher, before each issue, for quantity of inserts

### AD DESIGN

Let us design an attention-grabbing ad for you. No charge for ads in Barkleigh Publications.

### AD SPECIFICATIONS

For Ad Specs, please go to [www.barkleigh.com/barkleighadspecs.html](http://www.barkleigh.com/barkleighadspecs.html) or call (717) 691-3388 Ext. 212 and request Ad Specs.

### MECHANICAL REQUIREMENTS

UNIT	WIDTH	DEPTH
1 page	8.5"	11"
2/3 page	4-9/16"	10"
1/2 page	4-9/16"	7-3/8"
1/2 page	7"	4-7/8"
1/3 page	2-3/16"	10"
1/3 page	4-9/16"	4-7/8"
1/4 page	4-9/16"	3-5/8"
1/6 page	2-3/16"	4-7/8"
1/8 page	2-3/16"	3-5/8"
1/12 page	2-3/16"	2-3/8"
Column inch	2-3/16"	1"

*Page Size/Live Area: 8.5" X 11" (7" x 10" Live Area)*

*Bleed: Add .25" to all sides of the page (Full Page Ads and Spreads Only)*

*Line Screen: • Color -133 Line Screen*

*• Black and White -110 Line Screen*

### GENERAL INFORMATION

Advertisers and agencies assume liability for all content of their advertisements printed in Groomer to Groomer, and any claim arising against the publisher. The publisher reserves the right to reject any advertising that is deemed unsuitable. Publisher is not responsible for time dated material.

### MAILING DATES

- **Published six times per year.**

#### • Closing Date:

60 days prior to mailing date  
 (ex: December 1st for February issue)

All material must be in publisher's hands by closing date. If change in copy is not received by closing date, the copy rendered for the previous issue will be inserted. Changes in ad size must be coordinated with your account executive prior to closing date. Cancellations will not be accepted after the closing date. The publisher reserves the right to cancel any advertising at any time. Notification of changes in ad copy and cancellations must be in writing. Changes must be made in writing, or by email, and must be acknowledged by Barkleigh.

### COMMISSION

15% of gross billing allowed to recognized advertising agencies on space, color and position. Account must be paid within 30 days of invoice. No Discounts on Inserts.

Contact Todd Shelly • Vice President of Marketing and Sales  
 Barkleigh Productions, Inc. • 970 W. Trindle Rd • Mechanicsburg PA 17055  
 (717) 691-3388 Ext. 208 • Fax (717) 691-3381 • email: todd@barkleigh.com

**Barkleigh** inc  
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