



# United Schutzhund Clubs of America

## Advertising Opportunities

### Welcome

Thank you for showing interest in the United Schutzhund Clubs of America. The United Schutzhund Clubs of America (USCA) is pleased to invite you to join us in an Advertising Partnership. We are committed to offering our members unique opportunities and quality products. We are reaching out to you because we believe your products are superior in your industry and are able offer great value to our members.

Schutzhund, developed in Germany in the early 1900's as a breed suitability test for the German Shepherd Dog (GSD), was designed to test the natural instincts of the breed and to help ensure that breeding stock would pass on the most desirable traits to working dogs. During the testing, the working abilities of the dog are tested in three phases: Tracking, Obedience, and Protection.

Over the past century, Schutzhund has remained a breed test. It has also evolved into a working dog sport that offers an opportunity for dog owners to train their dog and compete with each other for recognition of both the handler's ability to train and the dog's ability to perform as required. It is a sport enjoyed by persons of varied professions, who join together in a camaraderie born of their common interest in working with their dogs. Persons of all ages and conditions of life, including those with significant disabilities, enjoy Schutzhund as a sport. Often, it is a family sport.

USCA, founded in 1976, is one of the world's premier working dog organizations. Our mission, to protect and preserve the heritage of the German Shepherd dog in the United States with respect to the breed standard through Schutzhund training, is embraced across the country by our continually growing membership.

USCA promotes responsible dog ownership, humane training methods, and the working heritage of the GSD. These aspects are shown through evaluations of prospective breeding stock for breed-worthiness through training, titling, conformation shows, and breed surveys.

USCA is an organization of dog trainers. More than 60% of our 3,800 members are engaged in training, breeding or both on a professional basis. Which means the USCA sphere of influence is easily more than 20 times our total membership, as we all know, personal referrals are one of the best advertising mechanisms available. A sponsorship with USCA is not only a tremendous opportunity to reach thousands of customers through direct advertising, but also through our membership actively promoting your products.

USCA has some outstanding opportunities for you to present your products to a very distinct and targeted audience.

### Schutzhund USA Advertising

Color Ad Options	Per Issue*	B&W Ad Options	Per Issue*
1/6 Page Ad	\$135.00	1/6 Page Ad	\$70.00
1/4 Page Ad	\$155.00	1/4 Page Ad	\$80.00
1/3 Page Ad	\$195.00	1/3 Page Ad	\$110.00
1/2 Page Ad	\$270.00	1/2 Page Ad	\$135.00
Full Page Ad	\$425.00	Full Page Ad	\$250.00
Inside Cover Ads**	\$535.00	<b>Discounts:</b> Take 15% off when you pre-pay for six (6) Full Page ads or 7% off when you pre-pay for six (6) 1/2-page ads.	
Back Page Ad**	\$575.00		

USCA will publish a digital issue of their magazine five times a year: March, May, July, September and November. Ads 1/2-page and larger may include a video ad clip at no additional cost. **The January issue will be both a print and digital issue. A video clip is also included with this issue for ads over 1/2 page.** Ad deadlines are: November 20, January 20, March 20, May 20, July 20 and September 20. New Ads may be submitted for each issue, as long as they are received in the correct format no later than the deadline date corresponding to the issues purchased. USCA has the right to reject any advertising they deem inappropriate.

For more information about Advertising or Sponsorships, contact Jorry Heinrich-Rode 262-757-USCA



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### **Video Clips:**

When you contract for an ad that is at least a half-page in size, you will automatically be eligible to submit a video clip at no extra charge! Add a 30-second .flv, .f4v, or .mp4 video clip **OR** a YouTube or Vimeo video link of any length to your ad. For ads less than one half-page you may add a Video link for \$50.00 per issue or \$175.00 for all six issues.

### **Whelping Box Ads:**

\$30.00 per litter, plus \$1.00 per word if "Remarks" section is over 25 words. These ads are for GSD litters only and the pups must be eligible for USCA/SV registration. Contact us for further details and limitations.

### **Straight to the Point Ads:**

For the advertisement of general products. \$1.00 per word. Count quotation marks, parenthesis, and punctuation marks as one word for each pair. These ads are not intended for GSD litters. Contact us for further details and limitations.

## **Web Advertising**

*The USCA website, [www.germanshepherddog.com](http://www.germanshepherddog.com), averages 600 hits per day.*

*That's 219,000 hits a year!*

### **Click To Site Logo Ads**

Logos may not be larger than W: 260px x H: 280px and must be in GIF or JPEG. Logos will be scaled at the discretion of USCA.

- 🐾 6-month posting      \$300.00
- 🐾 12-month posting     \$500.00

**★ ★ Add Web Advertising to any 3 issue Magazine Advertising Package over 1/2-page and get the following discounted rates:**

### **Click To Site Logo Ads**

Logos may not be larger than W: 260px x H: 280px and must be in GIF or JPEG. Logos will be scaled at the discretion of USCA.

- 🐾 6-month posting      \$175.00
- 🐾 12-month posting     \$325.00 - Best value!

\*Magazine prices listed are per issue. Copy may change and client has option to go to a larger ad size at any time. Ads will get billed out per issue unless pre-pay has been done. **All advertisers must have a valid credit card on file even if they are paying with check per issue.** Payment must be received with ad copy, **prior to publication.** 1/6 page ad size is: 3.25" w x 3.125" h; 1/4 page ad size is: 3.25" w x 4.75" h; 1/3 page ad size is: 2.25" w x 9.625" h; 1/2 page ad size is: 7" w x 4.75" h; Full page, front and back interior covers and back cover ads are 8.125" w x 10.8125" h and are full bleed ads. Ads sizes less than a full page do not bleed and are subject to scaling.

Jorry L. Heinrich-Rode

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