



United Schutzhund Clubs of America

Advertising with USCA is as simple as 1, 2, 3...

1. Choose how you would like to advertise:

Magazine Ads:	Black & White	Full Color
Card Size	\$50.00*	\$100.00*
1/6 page	\$60.00*	\$130.00*
1/4 page	\$70.00*	\$145.00*
1/3 page	\$95.00*	\$185.00*
1/2 page	\$125.00*	\$260.00*
Full page	\$235.00*	\$415.00*
Inside Covers [§]	n/a	\$520.00*
Back Cover [§]	n/a	\$540.00*

*Prices are per issue. §Minimum 6 issues.

Whelping Box Ads

Ads start at \$30.00 per litter. These ads are for German Shepherd Dog litters only. Pups must be eligible for USCA/SV registration and, if already whelped, their USCA registration must be in process. Sire and Dam must be USCA registered if residing in the US. Submit your ad in the following format:

DUE: Whelp Date

SIRE: Name, recognized titles, and
USCA registration number

DAM: Name, recognized titles, and
USCA registration number

REMARKS: 25 words included.

\$1.00 per additional word. No photos allowed.

Straight to the Point

For just \$1.00 per word, advertise equipment, stud services, litters, kennels, etc. But no photos allowed.

Web Advertising

Box style (W: 260px x H: 280px GIF or JPEG)

Ads will rotate at the bottom of each page.

6-month posting - \$300.00

12-month posting - \$500.00

Banner style (W: 600px x H: 90px. GIF or JPEG)

Ads remain static at the side of the page.

6-month posting - \$500.00

12-month posting - \$900.00

DISCOUNTS

Combine Web Advertising with a minimum of three 1/2-page color ads in Schutzhund USA for the following discounted rates:

6-months - Box style \$175.00; Banner style \$300.00

12-months - Box style \$325.00; Banner style \$550.00

Advance Pay - 6 Full Page ads - 15% discount

Advance Pay - 6 Half Page ads - 10% discount

Add an additional ad to an issue and receive 10% off each additional ad. (Ads must be from same company. Discount applied to lowest price ad.)

2. Submit Your Ad:

Submit a completed ad contract and your ad to SchutzhundUSA@3P-Inc.com

If you are unsure of ad sizes or procedures, contact Jorry or Chris at 262-552-8094 or via e-mail at SchutzhundUSA@3P-Inc.com

Need help with your ad? We can do that!

Ad Creation:	B&W	Color
Card Size	\$20.00	\$30.00
1/6 page	\$30.00	\$40.00
1/4 page	\$40.00	\$50.00
1/3 page	\$50.00	\$60.00
1/2 page	\$60.00	\$70.00
Interior FP	\$75.00	\$90.00
Back Cover		\$150.00

** Rush Fees apply to any work requested with-in 5-days of deadline.

Due Dates

January/February issue.....	November 20
March/April issue.....	January 20
May/June issue.....	March 20
July/August issue.....	May 20
September/October issue.....	July 20
November/December issue.....	September 20

3. Pay for your ad:

All advertisers must have an advertising contract on file. This form will give you the option to pay via credit card or check. All advertisers will receive an invoice. If you would like to pay via credit card, we will forward your ad contract to the USCA office. If you would like to pay by check, please mail payments to:

USCA
Attn: Debbie Sweeney (Magazine)
3810 Paule Avenue
St. Louis, MO 63125-1718

NOTE: All ads must be paid at least 10-days prior to ad deadline!

Ad Cancellations

There is a \$15.00 cancellation fee for any ad pulled after the posted deadline. If creative work has occurred, that fee will not be refunded.