



MEDIA KIT

**Advertising and Sponsorships
for the
United Schutzhund Clubs of America**



United Schutzhund Clubs of America

Advertising Opportunities

Welcome!

History

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***. And 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.

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



United Schutzhund Clubs of America

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Schutzhund USA Advertising

USCA publishes a digital version of *Schutzhund USA* five times a year: March, May, July, September and November. The January issue of *Schutzhund* is both a print and digital issue.

We have many ad Packages and can Customize something to meet your needs!

Package A: COVERS

- With 'Package A' you get your choice of the Interior Front Cover, Interior Back Cover or the Exterior Back Cover
- You get a free video clip added to your digital ad
- You get all links with your ad activated (*website, email, phone, Facebook, etc.*)
- You get a logo link ad on germanshepherddog.com for the length of your contract
- Package A only available for a minimum 6 issue commitment
 - » Package A: **\$350.00** per issue
 - » Package A Pre-Pay: **\$1,890.00/year**
 - » Package A may be contracted for up to 4-years at a time

Package B: Full Page Ad

- With 'Package B' you get a Full page advertisement
- You get a free video clip added to your digital ad
- You get all links with your ad activated (*website, email, phone, Facebook, etc.*)
- You get a logo link ad on germanshepherddog.com for the length of your contract
 - » Package B: **\$250.00** per issue
 - » Package B Pre-Pay (6 issues): **\$1,400.00/year**
 - » Package B may be broken down in to single issues – you do not need to commit to 6 issues
 - » Package B may be contracted for up to 4-years at a time

Package C: Half Page Ad

- With 'Package C' you get a Half page advertisement
- You get a free video clip added to your digital ad
- You get two links with your ad activated (*website, email, phone, Facebook, etc.*)
 - » Package C: **\$175.00** per issue
 - » Package C Pre-Pay: **\$1,000.00/year**
 - » Package C may be broken down in to single issues – you do not need to commit to 6 issues
 - » Package C may be contracted for up to 4-years at a time

Ad deadlines are: November 20 (Jan/Feb issue), January 20 (Mar/Apr issue), March 20 (May/Jun issue), May 20 (Jul/Aug issue), July 20 (Sept/Oct issue) and September 20 (Nov/Dec issue). 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.

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Digital Issue Video Clips:

When you contract for Package A-C, you will automatically be eligible to submit a video clip at no extra charge! Add a YouTube or Vimeo video link of any length OR a 30-second .flv, .f4v, or .mp4 video clip to your ad.

Whelping Box Ads:

\$30.00 per litter, plus \$.50 per word if "Remarks" section is over 30 words. These ads are for **GSD litters only** and the puppies 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. \$.50 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. Ad a photo for \$10.00.

Web Advertising

The USCA website, 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

** 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. 1/2 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. Full bleed ads must be provided for the Jan/Feb issue. Ads sizes less than a full page do not bleed for any issue, and are subject to scaling.*

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Jorry Heinrich-Rode
262-757-USCA*

Jorry L. Heinrich-Rode

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