DIGITAL MEDIA KIT

workingdog® MAGAZINE

Digital Advertising Rates

WEBSITE	3 MONTHS	6 MONTHS	YEAR
Rotating Leaderboard Ad (Homepage)	$250	$475	$900
Large Rotating Banner (Blog posts and Homepage, Subscribe, Shop, Back Issues, and Advertisers pages)	$200	$375	$700
Small Rotating Banner (Blog posts and Shop, Back Issues, and Products pages)	$100	$195	$350
Business Spotlight – EXCLUSIVE FOR ONLINE PACKAGES ONLY (Listing includes company logo, brief business description, links to website and social media pages, and up to four images)			

e-NEWSLETTER *(At least one rotation per month)*			
Advertiser Spotlight	$200	$375	$700
Product Spotlight	$100	$195	$350
Tower Ad	$65	$125	$225

SOCIAL MEDIA	
Shoutout Ad	$195 per advertisement
Story Ad (24 hours)	$195 per advertisement

DIGITAL PACKAGES *(Packages last for 12 months from time of purchase)*

PLATINUM

PLATINUM PACKAGE INCLUDES:

- Large rotating banner (website)
- Business spotlight (website)
- Advertiser spotlight (newsletter)
- Product spotlight (newsletter)
- Tower ad (newsletter)
- Shoutout ad (social media)

$2,695

GOLD

GOLD PACKAGE INCLUDES:

- Large rotating banner (website)
- Business spotlight (website)
- Product spotlight (newsletter)
- Tower ad (newsletter)
- Shoutout ad (social media)

$1,995

SILVER

SILVER PACKAGE INCLUDES:

- Small rotating banner (website)
- Business spotlight (website)
- Product spotlight (newsletter)
- Tower ad (newsletter)

$795

BRONZE

BRONZE PACKAGE INCLUDES:

- Small rotating banner (website)
- Business spotlight (website)
- Tower ad (newsletter)

$495

* Digital advertising availability is limited. For more information, please contact our sales and marketing team at (636) 795-0530 or email media@workingdogmagazine.com.

Our E-NEWSLETTER REACHES

35,000+

DOG PEOPLE per week

Our RATIO OF MOBILE TO DESKTOP USERS is

55/45

Our RATIO OF MALE TO FEMALE FOLLOWERS is

57/43

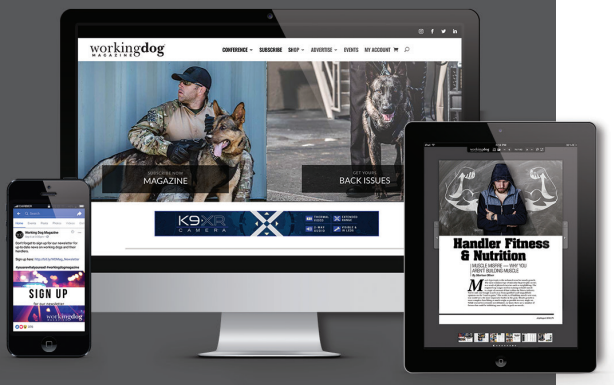
SOCIAL MEDIA REACH averages

45,000+

people per post

Digital Ad Requirements

Let our reputation for excellence help your business stand out from the rest.



Artwork Specifications

- We prefer ad files submitted as JPG, PNG, GIF or MP4.
- Maximum file size should not exceed 500 KB.
- ALL digital ads MUST be a minimum resolution of 72 dpi with an RGB color profile.
- Animation length should not exceed 15 seconds at 3 loops max with CTA in final frame.
- We can design an ad package for you at a flat rate of $100.
- Please contact our advertising team before submitting an ad.

Digital Ad Sizes

SOCIAL MEDIA

238k+ FOLLOWERS

67k+ FOLLOWERS

7k+ FOLLOWERS

Shoutout Ad Facebook
1200 x 630 pixels

Shoutout Ad Instagram
1080 x 1080 pixels

Shoutout Ad Linkedin
1200 x 647 pixels

Story Ad
1080 x 1920 pixels

WEBSITE – HOMEPAGE

Rotating Leaderboard Ad
798 x 90 pixels

WEBSITE – OTHER

Large Rotating Banner Ad
798 x 90 pixels

Small Rotating Banner
468 x 60 pixels

Business Spotlight
Image sizes vary based on layout.

Company Name
Your online business spotlight includes company logo, brief business description, links to website and social media pages, and up to four images.

e-NEWSLETTER

Advertiser Spotlight
600 x 300+ pixels

Tower Ad
160 x 190 pixels

Product Spotlight
300 x 300 pixels

Contact Us

Working Dog Magazine
922C Main Street #216
Nashville, TN 37206
Office: (636) 795-0530
workingdogmagazine.com

Publisher
Karen McKay
Publisher/Executive Editor
Office: (636) 795-0530
Mobile: (270) 564-5154
k.mckay@workingdogmagazine.com

Sales & Marketing
media@workingdogmagazine.com

Art Department
graphics@workingdogmagazine.com

DIGITAL MEDIA KIT

workingdog® MAGAZINE

AD INSERTION ORDER

Company Name _____ Contact Name _____

Phone _____ Email _____

Company Address _____

City _____ State _____ Zip _____

PLEASE CHECK BOXES FOR AD TYPE, AD SIZE, RUN TIME & SIGN SECTION BELOW

Ad Type:

Website: ☐ Homepage Rotating Leaderboard ☐ Large Rotating Banner ☐ Small Rotating Banner

e-Newsletter: ☐ Advertiser Spotlight ☐ Product Spotlight ☐ Tower Ad

Social Media: ☐ Shoutout Ad ☐ Story Ad

Online Packages: ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze

Total Payment _____

Run Time: ☐ 3 Months ☐ 6 Months ☐ Year ☐ Other

Make checks payable to Working Dog Magazine

BILLING INFORMATION

☐ Check/Money Order ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Cardholder Name _____

Card Number _____ Expiration Date _____ CVV _____

Invoice/Billing Address _____

City _____ State _____ Zip _____

Note: The forwarding of a signed insertion order or contract by the advertiser or its agency will be construed as an acceptance of all rates and conditions herein. The publisher reserves the right to reject any advertising and reserves the right to cancel this contract at any time, for any reason. The publisher reserves the right to place the word "advertisement" on advertisements that resemble editorial matter. Any cancellation to the contract by the advertiser or its agency must be written to the publisher *(see Publisher's address below).* Full payment will be billed prior to publication. New advertisers must prepay first ad — no exceptions. Prime rate plus two percent (2%) per annum on all invoices not paid within 15 days. No new advertising will be accepted if an advertiser has an outstanding balance over 45 days.

Advertiser Representative (Print Name) | **Advertiser Representative** (Signature) | **Date**

922C Main Street #216, Nashville TN, 37206 • Phone: (636) 795-0530 • media@workingdogmagazine.com • workingdogmagazine.com

Working Dog Magazine® is a publication of Thin Line Media, LLC