

IW WORLD

<http://www.iwworld.com>



RATES

Subscriptions:

IW World is a bi-annual publication (2 issues per year).

Subscriptions prices are:

- \$50 per year for subscribers in the USA, Canada, and EIWC Members
- \$55 per year for all others

Individual Issues are \$26 each plus postage, unless otherwise noted. Postage costs are:

- USA or Canada \$5
- International \$12

Ad Rates:

Breeder/Kennel Ads (see sizes below):

EIWC Members receive a 10% discount.

- Full Page, B/W, one photo and 80 words \$125.
- Half Page, B/W, one photo and 35 words \$ 65.
- Inside Front Cover, 4 Color \$500.
- Inside Rear Cover, 4 Color \$450.
- Other color pages Contact IWW for pricing

Additional Cost Options:

- Special ad placements \$ 25.
- Logos \$ 15.
- Custom Layouts, up to 3 photos \$ 60.
- Additional photos \$ 10. each
- Scans from prints \$ 15.
- Other digital work Contact IWW for pricing

Rescue and Health Study Ads (see sizes below):

- Quarter Page, B/W No Charge

Club Specialty and Match Ads (see sizes below):

- Quarter Page B/W No Charge

Breeder Directory Listings:

\$25. Free to advertisers.

Commercial Ads (see sizes below):

Based on ready for prepress digital files - Single Issue rates:

- Full Page, B/W \$185.
- Half Page, B/W \$125.
- Quarter Page, B/W \$ 80.
- Business Card Size, B/W - Classified Ad Section \$ 45.
- Inside Front Cover, 4 Color \$675.
- Inside Rear Cover, 4 Color \$600.
- Other color pages Contact IWW for pricing
- Special ad placements \$ 50.
- IWW Layout and Design Service Contact IWW for pricing

Two Issue annual rate, Deduct 15%.

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Ad Sizes:

- **Full Page B/W:** 7.25" x 9.75"
- **Full Page Color:** 8.5" x 11"
allow .125" bleed 4 sides
- **Half Page B/W:**
 - 7.25" x 4.87" Horizontal
or
 - 3.62" x 9.75" Vertical
- **Quarter Page B/W:** 3.62" x 4.87"
- **Business Card Size B/W:** 3.5" x 2"

