

MILE HIGH DOG™

"Unleashing Quality Products & Services for Denver Dogs™"



December 2010 / January 2011

2011 Media Kit

MILE HIGH DOG

“Unleashing Quality Products & Services for Denver Dogs”

Mile High Dog is the quintessential magazine for Denver area dog lovers

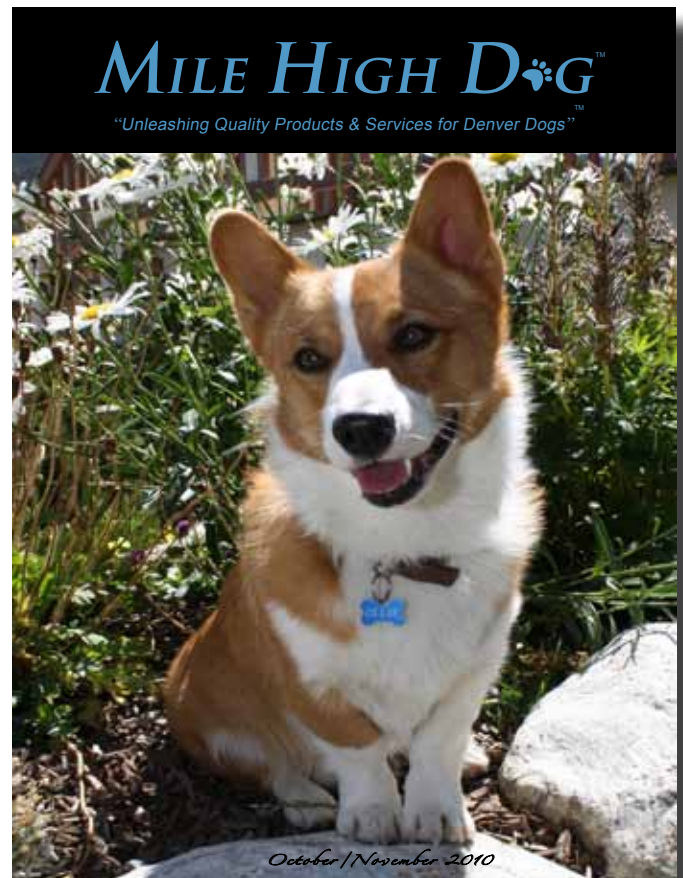
About Mile High Dog

Mile High Dog magazine is a unique magazine created exclusively for Denver area dog owners. It is a resource for healthcare and training information, upcoming dog events, dog rescue information, local interest stories, recommended reading and much more.

Mile High Dog was created to connect dog owners with the business people they need for all their canine needs. Our readers know where to turn when they need a 24-hour emergency veterinarian, a doggie daycare, products to pamper their pet, quality groomers, dog-friendly venues, a new forever friend or just about anything else related to dogs in the Denver area. We even have pages dedicated to connecting dog owners with like-minded pet owners for social outings like doggie meetups, dog swims, dog-friendly wine tastings, charity events, dog festivals, fitness classes and much more. Our publication is:

- Designed in a rich, glossy, four-color format;
- Page-limited so your ad and our readers won't get lost in a sea of never-ending information;
- Loaded with valuable information and offers from local businesses specifically for dog owners;
- Created to bring Denver dog owners through your door to increase your sales.

There is no better way to reach dog owners in the Denver area than to advertise in Mile High Dog. If you are serious about increasing sales, give us a call. Let us show you how to unleash the power of direct marketing on your business.



“A dog is the only thing on this Earth that loves you more than he loves himself.”

- Josh Billings

MILE HIGH DOG

Post Office Box 3273

Greenwood Village, CO 80155

Phone 303.741.0162

Fax 303.741.0254

www.milehighdog.com

MILE HIGH DOG™

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Distribution Area

Mile High Dog is available for pick up at hundreds of locations around the Denver Metropolitan area. We are distributed through veterinarians, shelters, trainers, groomers, doggie daycares, pet boutiques, kennels and other dog-related businesses. Additionally, copies are placed in hundreds of high-traffic waiting rooms throughout the Denver area such as doctors, dentists, chiropractors, auto oil-change, tire centers and restaurants and gift stores. Mile High Dog is also available on a subscription basis for dog lovers who wish to receive the magazine at their home or office. We have an estimated readership of 52,000 readers per issue.

Our delivery area includes:

- Arvada
- Aurora
- Bergen Park
- Broomfield
- Brighton
- Castle Pines
- Castle Rock
- Centennial
- Cherry Hills Village
- Commerce City
- Denver
- Elizabeth
- Englewood
- Federal Heights
- Franktown
- Golden
- Greenwood Village
- Henderson
- Highlands Ranch
- Lafayette
- Lakewood
- Littleton
- Lone Tree
- Louisville
- Parker
- Thornton
- Westminster



*Have a question about our distribution?
Please call 303-741-0162*

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Ad Specifications

File Formats

Our preferred file format is high-resolution (300 dpi) PDF files with embedded fonts. We can also accept Adobe® InDesign®, Photoshop® and Illustrator® files. Production charges may be incurred if we have to modify your files to meet our ad specifications.

Ad Submissions

Ads may be submitted on CD, DVD or via e-mail. Include all necessary files, compressed in a single folder, with the advertiser's name. The advertiser or their designer is responsible for image quality, resolution, fonts, color match and typographical errors.

Fonts & Elements

Fonts may be Postscript® Type 1, TrueType® or OpenType®. When using Type 1, please be sure to supply both screen and printer fonts. Graphic elements should be submitted as EPS, TIFF or high-quality JPEG files (300 dpi or greater). Be sure to include all image links. Elements that do not bleed should be kept 1/4" from the edge of the page to avoid being trimmed. Please use rich black for solid black elements.

Ad Dimensions



3.5" x 2"



3.5" x 4.875"



7.375" x 3.175"



2.375" x 10"



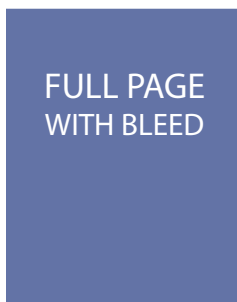
7.375" x 4.875"



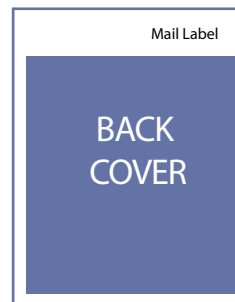
3.5" x 10"



7.375" x 10"



8.375" x 11"



7.375" x 8.5"



8.375" x 11"

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Advertising Terms & Conditions

An Advertising Insertion Order is a legal binding contract. Before submitting advertising materials or signing an order, please review the following terms and conditions as well as the Advertising Submission Requirements.

“Publisher” as used in this document refers to Brauns Publishing, LLC, publisher of Mile High Dog magazine.

“Magazine” refers to Mile High Dog magazine.

“Advertiser” refers to a company or individual who signs an Advertising Insertion Order with Publisher to purchase ad space in the Magazine.

Publisher’s Rights

1. Publisher will approve all advertising prior to publication in the magazine and may, at its sole discretion, reject any advertising.
2. These terms and conditions supersede all others. Publisher will not be bound by any terms or conditions, written or otherwise, that conflict with the terms and conditions contained in this document or any amendment thereto. No verbal agreements will be recognized.
3. Publisher will not be held liable if circumstances deem it necessary to omit an advertisement.
4. Liability for any error caused by the Publisher on a specific ad will not exceed the fee paid for the ad in question.
5. Publisher will short-rate any advertiser who fails to complete the contracted number of ad insertions within a 12 month period from the date on their advertising contract. If Advertiser fails to complete the designated number of insertions, no future discounts will be honored and Advertiser will be retroactively billed for any discounts taken, but not earned.
6. Publisher reserves the right to display the word “advertisement” on any ad copy which, in its opinion, might resemble editorial content.

General Terms

1. The interpretation and performance of advertising contracts for the Magazine are governed by the laws of the state of Colorado, USA. Both parties agree that any dispute arising out of or in connection with this agreement shall be subject to the exclusive jurisdiction of the State and Federal Courts for the City and County of Denver, Colorado.
2. You may terminate advertising in the Magazine before all contracted ads have been published, however, the remaining balance of the Ad Insertion Order will still be due and payable. You must notify the Publisher in writing if you wish to prevent further ad placements before your contract has ended, otherwise ads will continue run in accordance with your Ad Insertion Order. All ads run consecutively unless special arrangements have been made at the time the contract is executed.

General Terms (Continued)

3. If you wish to change your ad from one insertion to the next, it is your responsibility to get the new materials to the Publisher or to notify the Publisher of changes you would like made to your ad. If the new ad or changes are not received by the materials deadline, your previous ad will be rerun.
4. Specific ad placement (e.g., back cover) can only be guaranteed by paying a position premium.
5. Advertisers who contract with Publisher for graphic design services will be charged for those services whether or not the ad is subsequently published.
6. By signing an Advertising Insertion Order, you represent that you are authorized to publish the contents of your ad. Therefore, the advertiser and/or their agency agree to indemnify and hold the Publisher harmless from any and all claims, suits, demands, actions, proceedings, legal expenses, etc. that arise out of publishing Advertiser's ad. This includes, but is not limited to claims of infringement of trademark or copyright, invasion of privacy and libel.
7. Advertiser and/or their agency is responsible for image quality, resolution, fonts, color match and typographical errors for all submitted ads.
8. Advertiser and/or their agency, agree that electronic communication by fax or e-mail will be permissible as a means of conducting business, including, but not limited to conveying contracts.

Payment Terms

1. Payment for your first ad must be submitted with your Advertising Insertion Order. Subsequent ads will be billed upon delivery of the previous issue of the magazine.
2. In the event an advertiser fails to pay within 15 days from receipt of an invoice or breaches their contract, publisher will hold advertiser and/or its agency jointly and severally liable for monies due the Publisher, including but not limited to advertising fees, court costs, attorney's fees and reasonable collection costs.
3. A late fee of \$50 will be assessed for late payments. Overdue payments will accrue interest at the rate of 1.5% per month or the maximum rate allowed by law. Interest shall start to accrue 15 days from the receipt of the invoice.
4. A signed Advertising Insertion Order will serve as an invoice for the first ad deposit unless a separate invoice is requested by Advertiser. Subsequent ad insertions will be invoiced and mailed or otherwise delivered to Advertiser along with advance copies of the magazine. Invoices are due upon receipt.

_____ Advertiser's initials

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Advertising Insertion Order

Date _____
Advertiser _____
Contact _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____
Ad Size _____ Frequency _____
Ad Description _____
Issues for Publication _____

Rate per issue: \$ _____ Ad Design fee (if applicable): \$ _____

Premium Position: Back Cover Inside Back Inside Front

Payment Method Check Visa/MC Pay Pal

Credit Card type: _____ Card Number: _____ Exp: _____

Security Code: _____ Signature: _____

_____ I have read Mile High Dog's Advertising Terms & Conditions and Ad Submission Requirements.

Signature _____ Date _____

Thank you for your order!

MILE HIGH DOG
Post Office Box 3273
Greenwood Village, Colorado 80155

Phone 303-741-0162
Fax 303-741-0254
advertising@milehighdog.com

We do not provide our ad rates on the web.

For advertising rates,
please call 303-741-0162
or
send an inquiry
via e-mail to
advertising@milehighdog.com.

Please indicate the name and type of business you wish to advertise.

Thank you.