



The Sportsman's Journal The Recognized Authority

ESTABLISHED 1874

DEPARTMENTS

GAME AND SHOOTING, FISH AND FISHING
NATURAL HISTORY, TRAVEL, KENNEL
ANSWERS TO CORRESPONDENTS
FIELD DOG STUD BOOK
TELEPHONE: (312) 663-9797
FAX: (312) 663-5557
EMAIL: amfieldpub@att.net
WEB SITE: www.americanfield.com

Subscription Price, In Advance: One Year \$54.00

PUBLISHED WEEKLY BY

The **AMERICAN FIELD
PUBLISHING Co.**

542 SOUTH DEARBORN STREET
CHICAGO, ILL. 60605

June 15, 2011

Dear Friend in Field Trials:

In an effort to inform the field trial community of a new policy regarding field trial advertising, this notice is being sent to you so that it can be disseminated effectively to all affiliated clubs.

Effective with the 2011 fall field trial season (August 1) all field trial clubs' ads are to be paid in advance. Payment is required before the ad is published.

Two important reasons for this policy:

Going "Green"—This practice will considerably reduce paper consumption (stationery/envelopes), good for the environment, as well as the expense involved.

Ad Rates—In order to maintain the current ad rates, there is the need to reduce the labor involved in invoicing and mailing, and sending subsequent statements.

This new policy will greatly streamline the ad placement process and dramatically reduce paper, paperwork and the processing involved. An additional fee will be assessed a field trial ad which is not prepaid.

Please forward this information to as many affiliated clubs as possible.

Thank you and best wishes for a successful field trial season.

Sincerely,

The American Field
Publishing Company

AMERICAN FIELD

THE SPORTSMAN'S JOURNAL

ADVERTISING INFORMATION

Published continuously since 1874, The American Field serves a non-duplicated weekly audience of over 25,000 readers who are seeking late-breaking news on purebred sporting dogs and field trial events. Each year, over 2,000 marketers sell more than \$3 million worth of goods and services to American Field subscribers by communicating with them through advertising pages of the Field.

Please call us today, and we'll help you design a results-driven sales program starting with the next upcoming issue. Prices effective January 1, 2010.

Advertisement Size	1st thru 6th insertions	7th thru 25th insertions	Weekly
Full Page	\$800	\$620	\$500
Half Page	\$450	\$340	\$270
Third Page	\$335	\$260	\$210
Quarter Page	\$240	\$185	\$150
Eighth Page**	\$125	\$100	\$80
Five Inch	\$100	\$80	\$65
Three Inch	\$70	\$55	\$40
Two Inch	\$50	\$35	\$25
One Inch	\$26	\$20	\$15

**Minimum ad size requirement for field trials

If clear prints are furnished, we can scan the photos for use in advertisements.

- Any size photo scan of five inches or less, \$20.00.
- Special position: Full page ONLY / 20% premium
- Mechanicals: Four columns to a page. Each column is 1 3/4" wide x 9 7/8" deep
- Advertising forms close Tuesday of each week for the issue dated Saturday of the following week
- Credit Card orders accepted: Visa, MasterCard, American Express
- Rates subject to change
- Rates are per insertion
- Color is available for half and full page ads for a premium, starting at \$900

WEB ADVERTISING INFORMATION

Are you interested in being on the Web?

An offer to advertisers with a currently running advertisement in The American Field...Get Connected...It's easy and inexpensive

Only \$60.00 for a whole year!

Advertisers in the American Field can choose their category, and the following information will be made available in our On-line Directory:

- Your Color or Black & White Logo
- Name / Company Name (which can be linked to your E-mail or Web page)
- State
- Phone Number
- Description of services, or specialties, or special message

Call: (312) 663-9797 (Ask for Advertising)

E-mail: amfieldads@att.net

Would you like your banner to appear at www.americanfield.com?

Please contact the Advertising Department (click on highlighted text above) to receive banner rate information. Include your contact name, address and phone number, and a representative will assist you.

[Back to Homepage](#)