

NEW ENGLAND

PET & HOME

Advertising rates
and specs

New England Pet & Home is a new digital magazine that serves as a regional resource focusing on interior design and information for pet lovers.

INTRODUCTORY RATES and SPECIFICATIONS

2-page spread	17" w x 11" h	\$1,650
Full-page	8.5" w x 11" h	\$1,000
Half-page	8.5" w x 5.5" h	\$700

DEADLINES

Spring	3/15/2021	Fall	9/15/2021
Summer	6/15/2021	Winter	12/15/2021

RESERVE

- 2 page spread \$1,650
- Full-page \$1,000 Half-page \$700

Make check payable to: NH Humane Society

Mail to: Director, New England Pet & Home
C/O NH HUMANE
1305 Meredith Center Road
Laconia, NH 03246



Advertiser Signature

Date

Advertising will be **limited to eight pages** in order to ensure that the publication is primarily comprised of articles and information. Net proceeds from advertising will **support efforts that benefit animal welfare.**

Submitting ads: Ads must be high PDF format, 300 dpi, RGB, with images, graphics and fonts embedded. Final proofing is the responsibility of the advertiser.

Ad design services: Contact Marian at marian@cooksoncom.com or 603.782.8192 for custom design services.

Cancellations: Must be received in writing by the space deadline. Publisher reserves the right to charge for unused materials. Ads cancelled after the space deadline will be billed in full.

Payment Terms: Invoices are sent when the issue mails, payable 30 days from date on invoice.

Past due accounts are subject to a 1.5% interest charge per month.

Publisher Policy: The publisher reserves the right to reject or cancel any advertising deemed inappropriate.