



# North Bay Pets

a publication of the humane society of sonoma county

North Bay Pets is a high quality, full color magazine that comes out once in the Summer and once in the Winter. The magazine showcases our progressive support for the pets and people in our community. It reaches over 10,000 animal lovers and pet owners and is delivered by direct mail to selected donors, volunteers, adopters and clients of the Humane Society.

## 2020/2021 Advertising Rates & Data

<b>POSITION</b> Dimensions	<b>OPEN RATE (1x)</b> Per Issue Rate Winter 2020	<b>CONTRACT RATE (2x)</b> Per Issue Rate Winter 2020 + Summer 2021
<b>PREMIUM</b>		
7.5"w x 6.5"h (Back Cover)	\$1425.00	\$1140.00
7.5"w x 10"h (Inside Front Cover)	\$1350.00	\$1080.00
<b>STANDARD</b>		
7.5"w x 10"h (Full Page)	\$1175.00	\$940.00
7.5"w x 5"h (Half Page)	\$715.00	\$570.00
3.75"w x 5"h (Quarter Page)	\$285.00	\$225.00



### Marketing & Communications contact info:

Signe Ross-Villemaire, Marketing Communications and Grants Manager  
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 555 Westside Rd | Healdsburg, CA 95448 | 707-431-3386 | [www.humanesocietysoco.org/hbg](http://www.humanesocietysoco.org/hbg)



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The Humane Society of Sonoma County is a locally founded, locally funded nonprofit organization supported through donations from our community. The great work we do is possible thanks to our sponsors, donors, and partners.

## 2020/2021 Advertising Agreement & Insertion Order

ADVERTISER NAME: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Company Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Artwork must be submitted camera-ready, in CMYK color, in one of the following formats: JPEG, PDF, EPS, or AI with all fonts outlined. Artwork must be high-quality and without pixellation. Please submit files electronically to slenz@humanesocietysoco.org.

Ad Size:

- 7.5"w x 6.5"h (Back Cover)
- 7.5"w x 10"h (Inside Front Cover)
- 7.5"w x 10"h (Full Page)
- 7.5"w x 5"h (Half Page)
- 3.75"w x 5"h (Quarter Page)

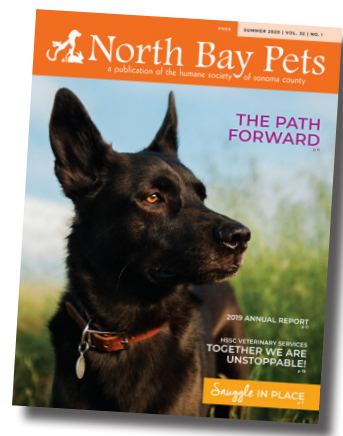
I would like to advertise in:

- Winter 2020
- Summer 2021
- Both

To secure your advertising space, please email, fax, or mail this advertising agreement.

*email:*  
slenz@humanesocietysoco.org

*mail:*  
Humane Society of Sonoma County  
Attn: Sarah Lenz  
5345 Hwy 12 W  
Santa Rosa, CA 95407



*Winter ad reservation deadline: **October 7, 2020***  
*Winter artwork deadline: **October 14, 2020***

*Summer ad reservation deadline: **April 15, 2021***  
*Summer artwork deadline: **April 29, 2021***

Signature of approval: \_\_\_\_\_ Date: \_\_\_\_\_