

# 2010 MEDIA GUIDE



Contact JoAnn Kalenak at 970-527-7519 or 361-8600. You can also e-mail us at [rescuemagazine@gmail.com](mailto:rescuemagazine@gmail.com) to reserve your space.

# RESCUE

MAGAZINE

The Official Publication of CAWS  
(Citizens for Animal Welfare & Shelter)

# What is **RESCUE** Magazine?

## At a glance

### WHY

To support the well being of animals through education and outreach with special emphasis on the Delta County animal welfare and shelter organization, CAWS (Citizens for Animals Welfare and Shelter).

### WHO

Our readers are animal lovers among the 22,000 residents of Delta County, Colorado.

### HOW OFTEN

Four times a year  
(Spring, Summer, Fall, Winter)

### HOW MANY

5,000 copies are printed: 1,200 are mailed to our subscribers and 3,800 are distributed to select businesses and publication stands in Paonia, Hotchkiss, Crawford, Cedaredge, and Delta.

### WHO TO CONTACT

**RESCUE MAGAZINE**  
P.O. Box 12  
Crawford, CO 81415  
970-527-7519  
rescuemagazine@gmail.com

For editorial questions or comments, contact Jodi Peterson at [rescuemagazine@gmail.com](mailto:rescuemagazine@gmail.com).

For advertising rates and schedules, contact JoAnn Kaleank at 970-527-7519.

For general questions, contact JoAnn Kalenak at 970-527-7519 or [rescuemagazine@gmail.com](mailto:rescuemagazine@gmail.com).

### CAWS

970-361-8600 or visit our Web site at [CAWSonline.org](http://CAWSonline.org) for questions about adoptions, fostering or volunteering.

### OUR MISSION:

**RESCUE** is for anyone who feels compassion for stray or feral animals in need of a loving home, and who shares our concern that wildlife and not-so-wild life receive humane treatment. The publication has a commitment to advocate and to actively assist the efforts of CAWS (Citizens for Animal Welfare and Shelter, Delta County's animal rescue organization) to educate the public about animal care, hopefully inspiring compassion.

As the official publication for CAWS, **RESCUE** will be a vessel to inform, educate, and motivate the general public to treat animals in general and domestic animals in particular with the dignity and respect they deserve.

*"The greatness of a nation... can be judged by the way its animals are treated." — Mahatma Gandhi*

### WHO WE ARE:

**CAWS Vision:** We envision a world in which cats and dogs are well cared for, have food, shelter and veterinary attention, and where no animal is forced to starve or be killed as a result of too many animals and too few homes.

**CAWS Mission:** To promote and encourage the humane treatment of domestic animals using a network of volunteers, to assist in the operation and support the implementation of Delta County animal shelter programs and, as an organization, to promote adoption, develop spay/neuter programs, encourage a foster home network and advance public education.



## YOUR ADVERTISING DOLLARS =

- **Business for your company**
- **Adoptions of local animals**
- **Donations to CAWS**
- **Volunteers for CAWS**
- **Foster Homes for CAWS**

**RESCUE Magazine** is not only a smart advertising buy, it has increased animal adoptions in Delta County by 20% (local adoptions by 40%); generated hundreds of dollars in donations to CAWS; helped to recruit volunteers (many of whom offer professional services); and promote animal fostering.

# RESCUE Rates and Deadlines

## Display Ad Rates:

(10% discount for scheduling for all four seasonal publications)

Ad size (Black/White)	1 TIME	Ad size (Full Color)	1 TIME
Full page	\$495/each	Full page	\$550/each
1/2 page	\$270/each	1/2 page	\$300/each
1/4 page	\$144/each	1/4 page	\$160/each
1/8 page	\$81/each	1/8 page	\$90/each
1/16 page	\$45/each	1/16 page	\$50/each

### CRITTER CARE GUIDE:

To qualify to advertise in this section, your product or service must be 100% animal related. This section will always appear on the inside back cover.

One slot is \$25/insertion,  
double slot is \$50/insertion.  
Prices include a full-color logo and any color background or text.

**PLEASE NOTE:** We encourage multiple advertising insertions since most of our staff's time is volunteer and your multiple insertions lowers the cost to obtain advertising (and helps your response from potential customers).



## Dates and Deadlines

Issue Date	Deadline
Spring 2010 (Mar.-May)	Mar. 15
Summer 2010 (June-Aug.)	June 15
Fall 2010 (Sept-Nov.)	Sept. 15
Winter 2010 (Dec.-Feb.)	Dec. 15

We encourage letters to the editor and story ideas. Please e-mail them to Jodi Peterson at [rescuemagazine@gmail.com](mailto:rescuemagazine@gmail.com) or send by mail to: **RESCUE Magazine**, P.O. Box 1639, Paonia, CO 81428, 970-527-7519

# RESCUE Mechanicals

**We offer expert advertising design at no additional charge.**

Our production staff will design your ad at no extra charge. We accept the following digital formats: PDF, EPS, TIFF, JPG. Our platform is Macintosh. If sending files from Adobe Illustrator, fonts must be included **or** outlined, and when sending QuarkXpress files, fonts and images must be included. Please include artwork separately when sending a Word document.



**1/8 page**



**1/16  
page**

## **Ad Sizes**

**Full page, full bleed:**

8.5" width x  
11" height

**Full page, no bleed:**

7.5" width x  
9.5" height

**1/2 page**

**horizontal:**

7.5" width x  
4.75" height

**1/2 page vertical:**

4" width x  
9.5" height

**1/4 page standard:**

4" width x  
4.75" height

**1/4 page tower:**

2" width x  
9.5" height

**1/8 page**

**horizontal:**

4" width x  
2.25" height

**1/8 page vertical:**

2" width x  
4.75" height

**1/16 page vertical:**

2" width x  
2.25" height



**1/4 page**



**1/8  
page**