

Advertising Packages

FIVE STAR PACKAGE

9 FP 4C Register ads	\$9,630.00
1 FP 4C SimTalk ad	\$1,700.00
Website Banner ad, 12 months	\$2,000.00
2 E-News Banners	\$200.00
<u>2 E-Blasts</u>	<u>\$300.00</u>
Total Value	\$13,830.00

Contract Price **\$12,100.00** **\$1,730.00** 12.51%

*Offer 10% discount on Register catalog insertion

FOUR STAR PACKAGE

Four Star Register

4 FP 4C Register ads	\$4,280.00
1 FP B&W SimTalk ad	\$890.00
1 inch Register, 1 yr	\$390.00
Website Banner ad, 3 months	\$600.00
2 E-News Banners	\$200.00
<u>2 E-Blasts</u>	<u>\$300.00</u>
Total Value	\$6,660.00

Contract Price **\$6,000.00** **\$660.00** 9.91%

Four Star SimTalk

4 FP SimTalk ads - 3 B&W, 1 4C	\$4,100.00
1 FP Register ad	\$1,070.00
1 inch Register, 1 yr	\$390.00
Website Banner ad, 3 months	\$600.00
2 E-News Banners	\$200.00
<u>2 E-Blasts</u>	<u>\$300.00</u>
Total Value	\$6,660.00

Contract Price **\$6,000.00** **\$660.00** 9.91%

*Offer 10% discount on Register catalog insertion for both 4 Star Packages

THREE STAR PACKAGE

Three Star Register Package

2 1/2 4C Register ads	\$2,880.00
1 FP B&W SimTalk ad	\$890.00
1 inch Register, 1 yr	\$390.00
Website Banner ad, 1 month	\$250.00
<u>E-Blast</u>	<u>\$150.00</u>
Total Value	\$4,560.00

Contract Price **\$4,200.00** \$360.00 7.89%

Three Star SimTalk Package

3 FP B&W SimTalk ads	\$2,400.00
1 FP 4C Register ad	\$1,070.00
1 inch Register, 1 yr	\$390.00
Website Banner ad, 1 month	\$250.00
<u>E-Blast</u>	<u>\$150.00</u>
Total Value	\$4,260.00

Contract Price **\$3,950.00** \$310.00 7.28%

*Includes Find A Breeder Link, discount on all web advertising, 5% discount on catalog insertion

SALE PACKAGE - Ensures Field Staff Person at Sale or \$250 Rebate

Option 1)	2 FP 4C Register/Am Simbrah ads	\$2,140.00
Option 2)	2 1/2 B&W SimTalk ads	\$2,060.00
Option 3)	1 1/2 4C Register, 1/2 B&W ST	\$2,320.00
Option 4)	1 1/2 SimTalk, 1/2 4C TREG	\$2,060.00

*Includes Free E-Blast, Discount on Banner ad, and Find A Breeder link

Contract Price **\$2,000.00** 3-13%

SIMBRAH SELECT PACKAGE

Option 1)	1 1/2 4C Am Simbrah ads	\$1,810.00		
	1 inch Register, 1 yr	\$390.00		
	<u>1/2 B&W Register Directory ad</u>	<u>\$440.00</u>		
	Total Value	\$2,640.00		
	Contract Price	\$2,440.00	\$200.00	7.58%
Option 2)	1 1/2 4C Am Simbrah ads	\$1,810.00		
	1 inch Register, 1 yr	\$390.00		
	<u>1/2 B&W SimTalk ad</u>	<u>\$510.00</u>		
	Total Value	\$2,710.00		
	Contract Price	\$2,500.00	\$210.00	7.75%

*Includes Free Banner ad on American Simbrah page for three months and Find A Breeder link

PLATINUM CORPORATE

Option 1)	9 FP 4C Register Ads	\$9,630.00		
	4 FP 4C SimTalk Ads	\$6,800.00		
	<u>Banner Ad, 6 months</u>	<u>\$1,200.00</u>		
	Total Value	\$17,630.00		
	Contract Price	\$14,500.00	\$3,130.00	17.75%
Option 2)	9 FP 4C Register Ads	\$9,000.00		
	4 FP B&W SimTalk Ads	\$3,200.00		
	<u>Banner Ad, 6 months</u>	<u>\$1,200.00</u>		
	Total Value	\$13,400.00		
	Contract Price	\$11,000.00	\$2,400.00	17.91%

*Includes free banner ad for 6 months

GOLD CORPORATE

Option1)	4 FP 4C SimTalk ads	\$6,800.00		
	1 FP 4C Register Directory ad	\$1,070.00		
	<u>Banner Ad, 3 months</u>	<u>\$600.00</u>		
	Total Value	\$8,470.00		
	Contract Price	\$7,500.00	\$970.00	11.45%
Option 2)	4 FP B&W SimTalk ads	\$3,200.00		
	1 FP 4C Register Directory ad	\$1,070.00		
	<u>Banner Ad, 3 months</u>	<u>\$600.00</u>		
	Total Value	\$4,870.00		
	Contract Price	\$4,300.00	\$570.00	11.70%