Advertising Contract

Ad orders must have club approval. Send order with payment to club ad chairman.

Bob Peters Dog Shows, Ltd.
PO Box 579
Wake Forest, NC 27588
tel (919) 556-9516
fax (919) 554-0519
www.bpdsonline.com

BPDS Use

Actual Size of Ad	*Width/inches*	*Length/inches*
Full page — — — — —	4 1/2	7 1/2
Half Page ▬ ▬ ▬ ▬	4 1/2	3 3/4
Quarter Page • • • • • •	4 1/2	1 7/8

There is a 1/2-inch margin on all four sides that is not part of the ad size.

Please check all that is applicable below:

- ☐ BPDS to design ad with your full creativity to make my ad special
- ☐ Layout as submitted making minor adjustments if necessary to fit space
- ☐ Ad copy is camera-ready (will not be returned)
  - ☐ If copy sent is not suitable for scanning, please reset as close as possible to copy. (We may not have font(s) you used, but will get as close as possible.)
  - ☐ If copy sent is not suitable for scanning, please notify ad chairman. Additional charges will be made for any other process to place ad.
- ☐ Photo(s) attached (will be returned at show) — *see cropping instructions below*
- ☐ Artwork attached (will not be returned)

Camera-ready ads must meet all specifications or it is not camera ready. Please lay it out to the above dimensions. Scan or convert color to grayscale. Do not print in color. If size has to be adjusted to fit, it may look different from what you sent, either too short or too narrow for this space. Camera-ready ads are scanned, unless ad department determines copy sent is unsuitable for scanning. Please proofread your work carefully.

If not submitting camera-ready copy, the ad department is happy to design your ad for you. Make as many notes as you wish. Include sample of fonts that you want. We do not have all fonts, but will try to get as close to your intent as possible. However, the final product is at our discretion to make the ad fit space and be suitable for the catalog.

Ads may be submitted on disk but must meet the following specifications:

- All files must be PC compatible with Pagemaker 6.5 and Photoshop 5.5
- Size as shown above
- Catalogs will be printed in grayscale, all photos converted from color (150dpi)
- Conversion of materials for our use is responsibility of advertiser, not BPDS
- Please include print-out of ad so we can be sure all of ad transfers into our system

We suggest you proofread carefully. Please call us if you have any questions.

☐ Draft of ad copy is on back of contract.

Crop Photo to Dog Only ____Yes ___No

If no notation is made here, photo will NOT be cropped to dog. (We will not crop judge(s), exhibitor(s)/handler(s), and others specifically part of the photo unless instructed otherwise above. "Empty space"—such as sky, lawn, buildings, extraneous people— *may* be cropped to make dog as large as possible.) Please note on back of all photos name of dog and name/address of advertiser.

Club (Make check payable to club)
Chattahoochee English Springer Spaniel Club of Greater Atlanta

Submit Ad to:
Paula Lynch
447 Clearview Drive
Columbia, SC 29212
Tel: 803-781-1013 pblynch@bellsouth.net

Catalog Ad Deadline: December 1, 2006
Show Date: January 20-21, 2007

☐ Inside Front Cover		$ 70 .00
☐ Inside Back Cover		$ 70 .00
☐ Back Cover		$ 90 .00
☐ Full Page	with photo	$ 50 .00
☐ Half Page	with photo	$ 35 .00
☐ ___ Photo(s) @ $_____		$____ .00
☐ _____		$____ .00
☐ _____		$____ .00
☐ _____		$____ .00
☐ _____		$____ .00
TOTAL ENCLOSED		$____ .00

Type or **carefully** print in upper and lower case all ad copy to avoid errors. It is better not to use all Caps. Script fonts in all caps are usually very difficult to read and are not recommended.

For additional art work or camera work, additional charges will be made. Original artwork reproduces best. Poor quality artwork won't make good copy in ad.
Reproduction of pictures from show catalogs, telephone books, business cards, etc. results in poor quality and is not guaranteed. Camera-ready ads must meet all specifications or it is not camera ready. Please see information above left for camera-ready ads.

Copy is not edited unless to correct grammatical/punctuation errors, or intent of copy is not clear.

Label all photos and artwork with the advertiser's name and address. Write on label to put on back of photos, etc; DO NOT write directly on photos.

For best results send BLACK & WHITE GLOSSY Photographs. Any other photograph, including *computer-generated, digital, screened, and color copies,* **cannot** be guaranteed and may result in questionable quality.

Copyrighted material requires written permission to use from the publisher or author. Advertiser is responsible for securing necessary permission and submitting it to BPDS with ad.

Late ads may be refused or subject to additional charges.

Special Instructions_____

Advertiser Name_____
Address _____
City State Zip _____
Phone (_____) _____ email _____