

CATALOG ADVERTISING

The Cavalier King Charles Spaniel Club of Puget Sound invites you to be a part of our 2010 Specialty Show Catalog. Catalog ads are great for advertising your "special" dog, sending good wishes to everyone at the Specialty, honoring or remembering dogs, and for supporting this show! **Send your ad copy with your check payable to "COPS" by August 15th, 2010 to:**



Dawn Lindemaier, Advertising Chairperson
 242 Allender Rd., Ryderwood, WA 98581
 (360) 295-3277 • Email: legacycavaliers@aol.com



COPS SPECIALTY SHOW 2010 CATALOG RATES

PAYMENT MUST BE SENT TO THE AD CHAIRPERSON, MADE PAYABLE TO "C.O.P.S."

Check all that apply:

	FULL PAGE Black & White (includes 1 photo)	\$ 60.00
	FULL PAGE Color (includes 1 photo)	\$ 90.00
	2 FULL PAGES Black & White from same advertiser (includes one photo per page)	\$100.00
	2 FULL PAGES Color from same advertiser (includes one photo per page)	\$140.00
	3 FULL PAGES Black & White from same advertiser (includes one photo per page)	\$135.00
	3 FULL PAGES Color from same advertiser (includes one photo per page)	\$175.00
	CENTERFOLD 2 Color pages (includes one photo per page)	\$175.00
	HALF PAGE Black & White (includes one photo)	\$ 45.00
	QUARTER PAGE Black & White (business card or text only)	\$ 35.00
	EXTRA PICTURES (each)	\$ 12.50

CATALOG ADVERTISING GUIDELINES

These guidelines apply to both Black & White and Color Ads

HARD COPY ADS: All text must be typewritten or legibly printed. Photos should be photographic quality, not printed from an inkjet or bubblejet printer.

ELECTRONIC SUBMISSION FORMATS:

- High resolution PDF (press quality) (preferred format)
- JPG or TIF (300 pixels/inch resolution)
- Word document (note, fonts may default)

Electronic submission is preferred. **There are no extra charges for multiple photos on camera-ready electronic ads.**

The following are NOT acceptable formats: PowerPoint, Works, Excel, Word Perfect, Publisher Ads MUST be built in proportion to a catalog page. Image area is 4.5"x7.25", including any border. Be aware, if you build your ad 8.5 x 11, it will be shrunk to fit a catalog page, and will not be in proportion to the page. If you build your ad 13 inches long on a LEGAL Word template, that will be acceptable and in proportion.

It is recommended that you burn a CD of any of your electronic ads and submit that to the ad chairman for your specialty. CD should be readable in both PC and MAC format.