

Please number each ad.



California Airedale Terrier Club, Inc. April 13, 2012 Specialty



Full Page
4 1/2 x 7 3/16

Half Page
4 1/2 x 3 9/16

Quarter Page
4 1/2 x 1 3/4

Submit Catalog Advertising to:
Nancy Bougher
2541 - 41st Street
Sacramento, CA 95817
Nancy_b@surewest.net
916/457-3966

Signed _____ I enclosed \$ _____
Address _____

Advertising Rates

Full Page with One Photograph	\$60.00
Half Page with Photograph	\$50.00
Half Page - No Photograph	\$40.00
Add'l Photograph	\$10.00

CATC Obedience/Rally Catalog

Full Page with One Photograph	\$40.00
Full Page - No Photograph	\$30.00
Half Page - No Photograph	\$25.00
Quarter Page - No Photograph	\$15.00
Add'l Photographs	\$10.00

For Best Ad Results

Original photographs (show photographs, other professional photographs, snapshots, etc.) ALWAYS reproduce the best. Reprinted photographs & inkjet photographs reproduce the poorest. No negatives, slides or transparencies will be accepted. Photos may be submitted electronically, either on a disk or by e-mail, to the CATC advertising chair. For best results use the highest resolution available.

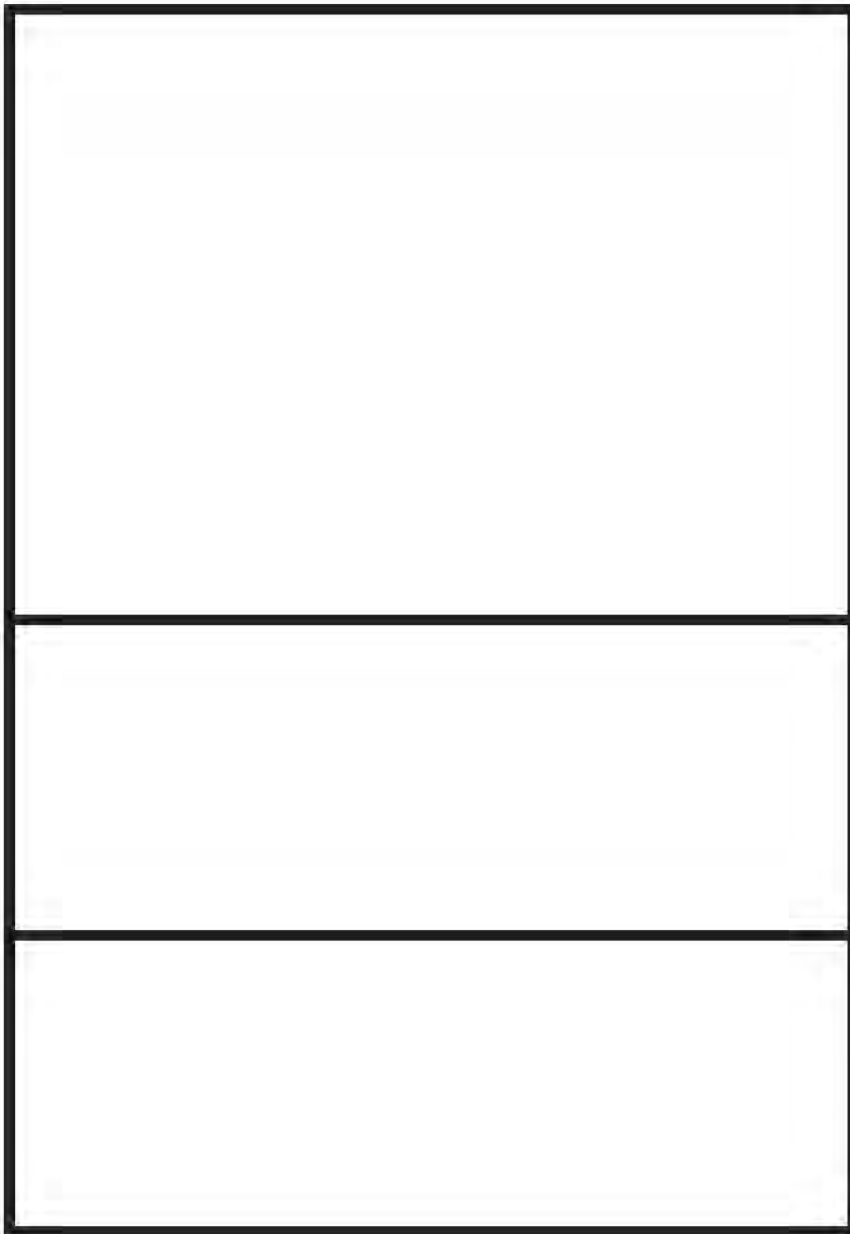
File Formats

1. Adobe® Illustrator® — *filename.ai* or *filename.eps*
2. Adobe® Photoshop® (for best results; sizes are after cropping)
 - a. color or grayscale TIFFs — *filename.tif*, 4 1/2" wide @ 200 dpi
 - b. black & white TIFFs — *filename.tif*, 4 1/2" wide @ 400 dpi
 - c. color or grayscale JPEGs — *filename.jpg*, 200 dpi @ minimum quality
 - d. black & white JPEGs — *filename.jpg*, 400 dpi @ minimum quality
3. Portable Document Format (PDF) — *filename.pdf* (fonts used *Must* match exactly to our own or be embedded)
4. Microsoft Word — *filename.doc*
5. We will not accept any files or formats that are not included on the list above. This includes QuarkXPress™, Microsoft® Publisher, Microsoft® PowerPoint, etc.

Ads may be submitted via disk or by e-mail to the CATC Advertising Chair.

The measurements for ad size is 4 1/2" x 7 3/16" for a full page, 4 1/2" x 3 9/16" for a half page, and 4 1/2" x 1 3/4" for a quarter page. Please do not exceed these measurements as reductions may affect final ad size. Advertisements submitted on letter size paper will not reduce proportionately; this may affect the final quality of your ad.

Please attach all artwork that is to be scanned with a PAPER CLIP to the accompanying ad sheet. DO NOT USE TAPE OR STAPLES as they may cause tears or other permanent marks that may deface the original photographs. Be sure to label all photographs.



Deadline:

February 22, 2012

Submit Catalog Advertising to:
Nancy Bougher
2541 - 41st Street
Sacramento, CA 95817