



CALIFORNIA AIREDALE TERRIER CLUB

April 12, 2019 Specialty Advertisement Flyer



AD NO.

Show # 737

Date Received: _____



Club Name: _____ Show Date: _____

Full Page



(4-1/2 x 7-1/4)

Half Page



(4-1/2 x 3-9/16)

Quarter Page



(4-1/2 x 1-3/4)

Signed: _____

Enclosed: \$ _____

Address: _____

Northern California Terrier Association (NCTA) Catalog

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

FOR BEST ADVERTISING RESULTS

For best results, complete ads should be submitted in JPEG or PDF files. Please note that high resolution is required for the best results. Submissions should be sent, either on disk or by e-mail, to the CATC Advertising Chair.

Complete ads, submitted electronically, must be received by Wednesday February 27, 2019.

If photographs or artwork is submitted, electronic submission is preferable. If submitting hard copy, original photos ALWAYS reproduce the best. Be sure to label all photographs. Reprinted photographs & inkjet photographs reproduce the poorest. No negatives, slides or transparencies will be accepted. Photos submitted electronically, either on disk or by e-mail, should be sent to the CATC Advertising Chair. For best results use the highest resolution available. **ADVERTISING SUBMITTED IN HARD COPY OR WHICH REQUIRES COMPOSITION MUST BE RECEIVED BY FEBRUARY 21, 2019.**

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 remember these measurements and proportions when preparing your ad. Advertisements submitted on Letter size paper (8 1/2" X 11") will not reduce proportionately; this may affect the final quality or make-up 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.

SUBMIT CATALOG ADVERTISING TO: avalonaire@aol.com

Send hard copies to:
CATC

C/O Patricia Gregg
9912 Fox Borough Drive
Oakdale, CA 95361 209-847-2502

DEADLINES:

Completed Electronic submissions - February 27, 2019

Hard copy advertising (needing composition)

- February 21, 2019