



# CALIFORNIA AIREDALE TERRIER CLUB

April 10, 2015 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 Monday February 23, 2015.**

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 18 2015.**

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.

#### DEADLINE:

**February 23, 2015 – Electronic submissions only**  
**February 18, 2015 – Hard copy advertising**

SUBMIT CATALOG ADVERTISING TO:

[avalonaire@aol.com](mailto:avalonaire@aol.com)

or

CATC

C/O Patricia Gregg

9912 Fox Borough Drive

Oakdale, CA 95361 209-847-2502