

**German Shepherd Dog Club of America  
2011 Futurity/Maturity Catalog Advertising Instructions and Form**

**INSTRUCTIONS**

\*\*\*\*\* PLEASE NOTE CHANGES \*\*\*\*\*

All ads can be E-mailed to [screek@qpaustin.com](mailto:screek@qpaustin.com) or uploaded to their website at [www.qpaustin.com](http://www.qpaustin.com). Uploading is recommended for larger files. It is recommended that your ad be converted to black and white prior to mailing it so that you know how it will reproduce. You will need a code from Kelly to release your ad for printing. She will issue this code when she receives this form and your payment. If you wish to pay by credit card, you can fax your credit card number to Kelly

All Ads will be published in all nine regional catalogs. All pages are black and white.

Deadline: Monday, February 28, 2011. NO LATE ADS WILL BE ACCEPTED!

PLEASE DO NOT CALL OR SUBMIT ADS TO JIM RAU DOG SHOWS.

Mail ad with payment and this form to:

Kelly Knight  
2071 Midlothian Road  
Roseville, MN 55113  
651-633-3652 home  
612-819-4612 cell  
[hadderway@comcast.net](mailto:hadderway@comcast.net)

Make checks payable to **GSDC of America**.

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Please indicate the region to credit for your ad. If you do not specify, proceeds will be divided equally between regions. Your region receives 60% of proceeds from the ad.

Northeast \_\_\_\_ Mid-Atlantic \_\_\_\_ **Southeast X** Great Lakes \_\_\_\_ Mid-West \_\_\_\_  
Southwest \_\_\_\_ South Pacific \_\_\_\_ Mid-Pacific \_\_\_\_ Northwest \_\_\_\_

Type of Ad	Cost	How Many?	Total
Outside Back Cover - <i>call for availability</i>	\$200.00		
Inside Front Cover - <i>call for availability</i>	\$185.00		
Inside Back Cover - <i>call for availability</i>	\$185.00		
Double Page Spread	\$160.00		
Single Page - 1 photo	\$85.00		

Enclosed Payment: \_\_\_\_\_ Signature: \_\_\_\_\_

# Guide to Preparing Your Own Camera Ready Ads

## Layout of Ad

The regular ad space size for a full page is 27 picas by 44 picas (4-1/2" x 7-1/4").

This is the ad space size, not the page size. If you will notice in the catalog, the ad does not take up the full page size. Please do not try to fudge and get extra space by going outside these limits. We have our reasons for this ad space size.

In your desk top publishing program, make the document size 5-7/8" x 8-1/2".

In your preferences, set measurements to PICA\*, if possible, otherwise use INCHES-DECIMALS.

Place the left hand margin guide 3-1/2 picas (.583") from the left edge of the page.

Place the right hand margin guide 30-1/2 picas (4.924 ") from the left edge of the page.

Place the top margin guide 3-1/2 picas (.583" ) from the top edge of the page.

Place the bottom margin guide 47 picas (7.917") from the top edge of the page.

This will give an ad space of 27 x 44 picas (4-1/2" x 7-1/4").

If your DTP program does not allow you to construct unique page sizes, then use guide markers to make the page size and then add additional guides using the measurements stated above to make the ad space.

Most important is for you to have someone proofread your ad for you. You will be surprised at the typos you leave behind. Any mistakes in your "camera ready ad" will be there for everyone to see.

## Suggestions for design.

Use no more than two type styles, unless you have a good design reason for more; i.e. business names or logos.

DO NOT set a script style in ALL CAPS.

DO NOT set the whole ad in ALL CAPS.

Use bold typefaces or italics for emphases, not underlines.

Remember - a camera-ready ad is one that we will use **AS IS**.