

FULL PAGE (actual size) 4 1/4" x 7 1/4"

Use this space to design and layout your ad. Please note that this space is 1/4" narrower than usual to allow for the ring binder holes.

HALF PAGE (actual size) 4 1/4" x 3 5/8"

QUARTER PAGE 4 1/4" x 1 13/16"

# Advertiser's Order

Australian cattle Dog Club of America, Inc., Sept. 30 - Oct. 6, 2006

All advertising orders are subject to club approval.

**Deadline: September 1, 2006**

## Submit to:

Stephanie Govin-Matzat  
3039 N. Bartlett Ave  
Milwaukee, WI 53211  
govinsx@wi.rr.com

Name \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

E-Mail \_\_\_\_\_

Check One: Ad Space

- Full Page \$45  
4 1/4" x 7 1/4"
- Half Page \$30  
4 1/4" x 3 5/8"
- Quarter Page \$20  
4 1/4" x 1 13/16"

Preferred Placement (choose one):

- Agility
- Obedience
- Rally
- Sweepstakes
- Conformation
- Herding

**Deadline is September 1, 2006.**

Allow extra time for proofs if your ad requires additional set-up. I work on a Macintosh, using Adobe InDesign and Photoshop.

**ELECTRONIC SUBMISSION:**

*Receipt of any camera ready ads under 300dpi will NOT be accepted, and you will be notified that the materials will need to be mailed by regular mail. No second submission will be accepted*

**Email ads to: [govinsx@wi.rr.com](mailto:govinsx@wi.rr.com)**

- Camera ready means that the ad is ready for printing, with no further work needed. Please submit in .pdf, .psd, .psp, .tiff, or .jpg format at 300 dpi.
- Sketch ad out in Word, and DO NOT embed/insert photos. Instead use placeholder for photo, and use photo name.
- Identify the fonts you have used, and mail a printed copy in case the font needs to be matched..
- Make sure you identify your photos well.
- All photos must be scanned & saved at 300 dpi. Save as .tiff, .psd, or .psp ONLY.
- Please note: Good digital images are preferred, but .jpg images from digital cameras may NOT reproduce well. While they will be accepted, you need to understand up front that your image quality, and therefore print quality, may be compromised. Check you camera directions - you want high resolution images.

**REGULAR MAIL SUBMISSION:**

*Include return postage for your advertising materials. Return postage means a Self Addressed/Stamped Envelope.*

- Sketch your ad out using a piece of paper, or your computer program of choice.
- Make sure your handwriting can be read easily.
- Note which photos should be used/placed and where using the PHOTO name
- Clearly identify your photos with a label on the back, including return address/name.

Mail to:  
Stephanie Govin-Matzat  
3039 N. Bartlett Ave.  
Milwaukee, WI 53211

**Note:** There are detailed directions and tips available on the Onofrio website. [www.onofrio.com](http://www.onofrio.com) under the For Your Information link.

QUESTIONS ?? Email at [govinsx@wi.rr.com](mailto:govinsx@wi.rr.com) or phone 414.961.0050