

Advertising Guidelines:

Electronic submission:

- Sketch ad out in Word, and **DO NOT** embed/insert photos. Instead use placeholder for photo, and use photo name.
- Make sure you identify your photos well.
- All photos must be scanned & saved at 300dpi in grayscale. Save as .tiff, .psd, or .psp ONLY.
- **Please note:** .jpg images from digital cameras do NOT reproduce well. While they will be accepted, you need to understand up front that your image quality and therefore print quality will be compromised.
- **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 300dpi**
- **Email ads to: newsletterads@dogzonline.com**

⇒ *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***

Regular Mail submission:

- 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: Denise Frick 5173 Osuna Court Mira Loma, CA 91752
- **Include return postage for your advertising materials.**

⇒ *Return postage is a Self Addressed / Stamped Envelope.*

Payment information:

- All payments must be in US dollars. Acceptable forms of payment include the following: Checks, Money Orders, Credit Cards. DO NOT SEND CASH!
- If using a Credit Card, please use the form found below. DO NOT email your credit card information. Please use the form provided, and mail it like a regular payment.

QUESTIONS ?? Email at newsletterads@dogzonline.com or phone 951.685.7955

Credit Card Info:

Type of Credit Card: _____
Name of credit card holder: (Last): _____ First: _____
Address: _____ City: _____
State: _____ Zip Code: _____ Country: _____ Phone: _____
Credit Card # _____ Expiration Date: _____
Signature: _____
Issue _____
Type of ad: _____ # of pages _____ With Photo(s) _____
Member or Commercial: _____ Membership Number _____
3+ rate YES / NO # used in this issue _____ # of pages to be credited _____
Total to be charged: \$ _____

The ACD Quarterly

Advertising Rates and Information

Member Rates:

Insertions / Year:

	1-2	3+
Front Cover (w/Photo & ½ page copy inside)	\$120	N/A
Back Cover w/photo	\$75	\$65
Inside Front / Back cover (w/photo)	\$70	\$60
Inside Front / Back Facing Page facing Cover (w/photo)	\$70	\$60
Full Page w/photo	\$60	\$50
Full Page (no photo)	\$40	
Half Page w/photo	\$35	
Half Page (no photo)	\$25	
Quarter Page (no photo)	\$20.00	
Business Card	\$10.00	
Litter Listing	\$10.00/issue	
<i>Additional Photos for NON CAMERA ready ads</i>	<i>\$10/each</i>	

***Note-** Front cover may only purchased by club members and are limited to one insertion per club year. All ads must be accompanied by payment at time of deadline. Premium positions **MUST** be paid for within 10 days of request. **NO EXCEPTIONS!**

Commercial / Non-Member Rates:

Double member rates

Deadlines for all materials 2005 Club year

Spring Issue	February 01
Summer Issue	May 01
Fall Issue	August 01
Winter Issue	November 01

Other Information:

We NOW accept **CREDIT CARDS!** Please use the form at bottom. **DO NOT** email credit card information, your signature will be required for ALL credit card payments.

Materials may be submitted electronically to newsletterads@dogzonline.com. Acceptable file formats for electronic submission are .psd, .psp, .tiff, .pdf. If using something other than these, please call or email first so we can discuss it. **Photos need to be scanned and saved at 300 dpi**, using grayscale settings. Ad size is 8½" x 11" with a ½" margin all the way around. If submitting by regular mail, sketch out your desired layout, and identify photo placement and cropping if wanted. All ads **MUST** be accompanied by payment by deadline date. Include return postage for photos—return postage is a **PRE PAID ENVELOPE!** All photos that are not accompanied by return postage will be turned over to the club historian.

Contact Information:

Denise Frick – Advertising Editor
5173 Osuna Court Mira Loma, California 91752
951.685.7955
E-mail: newsletterads@dogzonline.com

Payments: Make checks out to: ACDCA, Inc. and mail to address above. If using credit card, use form below.

Credit Card Info:

Type of Credit Card: _____
 Name of credit card holder: (Last): _____ First: _____
 Address: _____ City: _____
 State: _____ Zip Code: _____ Country: _____ Phone: _____
 Credit Card # _____ Expiration Date: _____
 Signature: _____
 Issue _____
 Type of ad: _____ # of pages _____ With Photo(s) _____
 Member or Commercial: _____ Membership Number _____
 3+ rate YES / NO # used in this issue _____ # of credited pages _____
 Total to be charged: \$ _____