

The American Brittany

(Advertising Insertion Order)

TODAY'S DATE _____

ADVERTISER'S NAME/COMPANY _____ CONTACT PERSON _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EX _____ FAX _____

E-MAIL ADDRESS _____

BILLING ADDRESS (IF DIFFERENT FROM ABOVE) _____

AD RATES

***Listings:** Kennels, At Stud, Trainers & Handlers are \$60 per year for a standard ad (6 lines); \$10 each additional line. Web Sites are \$10.00 per line per year, maximum 3 lines (no advertising unless it's part of your site address). Regional Clubs, Parent Clubs and Rescue, no charge. *Additions, changes and renewals can be made, when received by the closing date of current issue in production.*

***Show Case:** Display your top winner for \$50. Ad size (including copy and photo) not to exceed 1/3 page. Dogs completing a Dual Championship will be featured free (send confirmation of titles) if a file photo is used. \$10 charge if a new photo is used.

***Stake Out:** Rate \$10.00 (maximum 40 words), 25¢ per additional word.

*Display Advertising	Color	Black & White
Full page	\$260	\$120
1/2 page	\$180	\$70
1/4 page	\$120	\$50
1/8 page	\$80	\$30
Inside Cover pages, front & back, when available.	\$260	-
Back Cover, when available.	\$260	-
ONE FREE PICTURE PER AD, each additional.	\$10	\$10

***Color Reports:** Rate \$150.00 per colored page.

MasterCard and Visa accepted.

10% Discount for 6 months paid in advance on all display ads

25% Discount for 12 months paid in advance on all display ads

AD DIMENSIONS

Full Page = 7.5 x 10 • with bleeds 8.5 x 11 with .125 (1/8) bleeds

Half Page = 3.625 (3 5/8) x 10 or 7.5 x 4.875 (4 7/8)

1/4 Page = 3.625 (3 5/8) x 4.875 (4 7/8) or 4.875 (4 7/8) x 3.625 (3 5/8)

1/8 Page = 2.325 (2 3/8) x 3.625 (3 5/8) or 3.625 (3 5/8) x 2.325 (2 3/8)

Issue	Closing Date	Issue	Closing Date
January	November 15	July	May 15
February	December 15	August	June 15
March	January 15	September	July 15
April	February 15	October	August 15
May	March 15	November	September 15
June	April 15	December	October 15

Cancellations and/or changes are not accepted after closing date.

The American Brittany
Dee Hempfield, Managing Editor

2688 Gooding Rd. • Marion, OH 43302-8872

Phone: (740) 383-6402 (evenings) • FAX: (740) 382-2393

Ad Color: Black & White Full Color

Ad Size: Full Page 1/2 Page 1/4 Page 1/8 Page
 Listing Stake Out Show Case Other

Additional Cost(s) \$ _____ (if any) Amount Due _____

Check Enclosed Please Bill My: Master Card Visa

Card Number _____ Expiration Date _____

Signature _____ Today's Date _____

Amount enclosed \$

Advance payment is required with insertion order.

Additional comments or special instructions:

Authorized by _____ Title _____

Please be sure that your disk(s) include ALL the files that will be needed for your current job, even those imbedded in graphics (all placed art/scans and fonts used). We accept lomega Zip 100MB, CD's, DVD's and floppies. The acceptable file formats are: InDesign CS2 (CS3 can be back saved), QuarkXPress 4.1 or 6.5, Adobe Illustrator CS2 (please save file(s) as Illustrator.eps), Macromedia FreeHand MX 11 (please save file(s) as Freehand.eps), PageMaker 7, Adobe Photoshop CS2 and generic high resolution eps, tif, jpeg and pdf's (high resolution print/press ready). Be sure not to use bitmap fonts unless converted to outlines or paths. Please use Adobe or TrueType fonts. If you supply Adobe we must have both the screen and the printer fonts. Colors should be CMYK, **not** RGB. All artwork should be a minimum of 300 dots per inch (dpi). When enlarging a picture in any layout application, do not exceed 125%. All jobs will be printed at 133 line screen.

To submit electronic files, please email to:
ambritteditor@roadrunner.com