

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 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 dates. If you have time sensitive material, please contact the Managing Editor about insertion.

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:	<input type="checkbox"/> Black & White	<input type="checkbox"/> Full Color		
Ad Size:	<input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> 1/8 Page
	<input type="checkbox"/> Listing	<input type="checkbox"/> Stake Out	<input type="checkbox"/> Show Case	<input type="checkbox"/> Other
Additional Cost(s) \$ _____	(if any)	Amount Due _____		
<input type="radio"/> Check Enclosed	Please Bill My:	<input type="radio"/> Master Card	<input type="radio"/> Visa	
Card Number _____	Expiration Date _____			
Signature _____	Today's Date _____			
Amount enclosed \$ _____	Payment is required with submission of advertising.			
Additional comments or special instructions:				

Authorized by _____	Title _____			

Please be sure that your disk(s) include ALL the files that will be needed for this job, even those embedded in graphics (all placed art/scans and fonts used, if not converted to outline or paths). We accept lomega Zip 100MB, CD, DVD, and floppies. Acceptable file formats are: QuarkXPress 4.1, Adobe Illustrator 12 (*please save file(s) as Illustrator.eps*), Macromedia FreeHand MX 11 (*please save file(s) as Freehand.eps*), PageMaker 6 & 7, Adobe Photoshop 9, InDesign 4 (CS2) and generic high resolution eps, tif, jpeg and pdf's (high quality/press ready); some files may need to be back saved if you are using newer software, please call or email for instructions. 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 or if you have questions, please email:
ambritteditor@roadrunner.com