



SKYE TERRIER CLUB OF AMERICA
Member of The American Kennel Club

MONTGOMERY 2009 CATALOGUE ADVERTISING INFORMATION

The STCA invites members to support the club’s 2009 National Specialty show by advertising in the Montgomery County Kennel Club (MCKC) Catalogue. Advertising profits help to underwrite this important national specialty weekend and all club members are urged to participate. Four advertising options are available as follows:

Full Page With One Photo	\$60
Full Page Without Photo	\$50
Half Page With One Photo	\$40
Half Page Without Photo	\$30

To submit a full or half page advertisement, please complete the brief form below and the advertisement layout form enclosed in this packet with information printed clearly or typed. If you are using a photo, submit the original print. If you are submitting artwork, use a clear copy that is no larger than 8 ½” by 14”. Be sure your name, address and daytime phone number are on the back of all photos and artwork. Guidelines for submitting advertising material to MB-F, Inc. are available online at infodog.com. If you go to that website and click on the “help” link at the bottom left hand side, you will be taken to a page with a series of FAQ links at the top and one of those links is the guidelines for advertising material. You may want to refer to these guidelines to ensure that your advertisements are as clear and effective as possible.

The deadline to submit all advertisements is August 15, 2009. Any advertisements received after this date will be charged an additional \$50.00 fee. No advertisements will be accepted after August 31, 2009.

All advertisements must be accompanied by payment in the form of a check or money order payable in U.S. funds, made out to the STCA. Advertisements which are not complete and/or do not include payment **will not** be accepted. All photos submitted with advertisements will be returned to the advertiser either at the MCKC show or by mail. Any questions you may have regarding advertising should be directed to Advertising Chairperson, Melissa Fingar, by telephone at (585) 453-9658 or e-mail at MelissaFingar@gmail.com.

MAIL ADS TO: Melissa Fingar, 11 Marilyn Drive, Rochester, New York 14626

(Please Print Legibly or Type)

NAME _____ TELEPHONE NUMBER _____

MAILING ADDRESS _____

E-MAIL (Optional) _____

ADVERTISEMENT OPTION SELECTED

FULL PAGE WITH PHOTO FULL PAGE WITHOUT PHOTO HALF PAGE WITH PHOTO HALF PAGE WITHOUT PHOTO

Please number each ad.

Show # _____ Date Received _____

AD NO.

Club Name _____ Show Date _____

Full Page
(4½ x 7½)

Half Page
(4½ x 3½)

Quarter Page
(4½ x 1¾)

★ ADS ★
MUST BE RECEIVED BY
SUPT. 6 WEEKS BEFORE
SHOW DATE. (9 WEEKS
FOR NATIONAL
SPECIALTY SHOWS)

Signed _____ I Enclose \$ _____

Address _____ Bill Me Later

IMPORTANT!

PRINT PLAINLY OR TYPEWRITE ALL AD COPY TO AVOID TYPOGRAPHICAL ERRORS, GIVING SPECIAL EMPHASIS TO THE DOG AND OWNER'S NAME.

All Photographs and Artwork will be returned to the Advertising or Show Chairman on the day of the show by the Superintendent.

PHOTOGRAPHS ARE SCANNED FOR AD PLACEMENT. FOR BEST RESULTS PLEASE SEND ORIGINAL PHOTOGRAPH. NO SCREENED PHOTOS. NO NEGATIVES.

Any ad less than one quarter page will be made and billed as a quarter page.

If sending an ad from a previous MB-F show catalog, indicate the name & date of the show.

Reproductions of pictures from show catalogs, telephone books, business cards, screen photos, faxed logos or artwork, etc. results in POOR QUALITY and are not guaranteed. Copy and Logos on dark colored backgrounds cannot be guaranteed separation.

For any additional artwork or outside work, an additional charge will be made.
LATE ADS MAY BE REFUSED AND/OR SUBJECT TO AN ADDITIONAL CHARGE.

Be sure ALL PHOTOGRAPHS, ARTWORK, etc. are labeled. **DO NOT BEND, FOLD, TAPE OR STAPLE PICTURES. PLEASE ATTACH WITH PAPER CLIP.**

There will be a charge for each photograph.

UNLESS OTHERWISE INDICATED. ALL PHOTOS MAY BE CROPPED TO PUT EMPHASIS ON THE DOG.

*If you have any questions, call or Fax
MB-F Ad. Dept. at
(336) 379-9352 Ext. 207 FAX (336) 272-0864*

*If you desire special placement of your ad, specify here _____