

# Advertising Policy for THE BULLETIN

(As Revised March 11, 2008 )

## GENERAL

Advertising is available to dogs owned, co-owned or bred by Skye Terrier Club of America (STCA) members. Only those titles and wins awarded by the AKC or by registries both domestic and foreign with studbooks recognized by the AKC may be advertised. Commercial advertising is accepted for products, services or events which may picture unnamed dogs. Ads are placed in the order received, depending on editorial requirements, and may be submitted at any time before the deadline. Exceptions are cover pages and preferred placements, described below.

### Submission Requirements

All ads including photos, text and payment in full must be submitted directly to the Editor by postal mail, courier, hand delivery or e-mail in accordance with the deadlines of this policy.

**Photos.** Unless originals are submitted, photos must be scanned at 300 DPI and reduced in size to no larger than 4x6 inches and saved in either PNG or TIFF format before being e-mailed or saved to compact disc.

**Layout.** Ads may be submitted in hardcopy, typeset and saved on a compact disc, or saved as a PDF document, and then e-mailed, keeping the size of the file as small as possible. Copy not camera-ready will be suitably prepared by the Editor. Every effort will be made to assure accuracy; however, *The Bulletin* cannot be responsible for copy in ads so prepared. Kennel names/logos may appear in any typeface or script. All commercial ads must be submitted camera-ready.

**Non-acceptance.** Although the Editor makes every effort to notify advertisers of problems, ads not meeting these requirements will not be published.

## COVER PAGES

Front and Back Covers are offered to winners of the STCA National and regional club specialty shows, the Westminster Kennel Club show and the AKC/Eukanuba National Championship Show. Rates for these covers include the four-color cover page plus one inside black-and-white page with an additional picture. Each cover page must display a picture of the winning dog, the dog's AKC registered name, and the name and date of the show where the win occurred. The inside page should include descriptive copy along with the additional photo. Each issue is mailed in an envelope to protect front and back covers from postal marks or other surface damage.

Winners must signify their acceptance of a Cover Page ad by submitting payment to the Editor within fourteen (14) days of their wins. If payment is not received within this time frame, the Cover Page will be offered to the next eligible advertiser. Actual ad copy need not accompany the ad reservation and early payment, but must be received by the Editor by the issue deadline as published.

### Order of Eligibility

**Spring Issue** Best of Breed winners from the AKC/Eukanuba National Championship Show and Westminster Kennel Club alternate covers annually. The Front Cover is offered to the Eukanuba winner in even-numbered issue years and to the

Westminster winner in odd-numbered issue years. The Back Cover is offered to the breed winner not eligible for the Front Cover.

**Summer, Fall and Winter Issues** The Front and Back covers for these issues are reserved for The Potomac Skye Terrier Club Specialty (Summer), the Skye Terrier Club of Southern California Specialty (Fall) and the STCA National Specialty Show held at Montgomery County Kennel Club (Winter). The Front Covers are offered to the Best of Breed winners and the Back Covers are offered to the Best of Opposite Sex winners.

**Exception** If two specialty shows are held in the same quarter, a coin flip will determine which Specialty Best of Breed winner will be offered the Front Cover and which will be offered the Back Cover.

### Order of Priority

Should the Best of Breed winner decline the offered cover or be ineligible, the covers will be offered in the following sequence: Best of Opposite Sex, Best of Winners and Winners Dog or Winners Bitch. For all issues, should none of the winning dogs specified in the Cover Policy opt to purchase the offered cover, it will be available for general advertising in the same manner as a preferred page ad.

### PREFERRED PAGE ADS

Preferred Page ads include the Center Spread, the Front and Back Inside Covers and the Back Cover (when not taken by a Specialty winner). Preferred page ads are accepted on a first-come, first-served basis by e-mail or phone request to the Editor, no earlier than 12 noon Eastern Time, 30 days prior to the issue deadline. Ad copy need not accompany the reservation, but must be received by the Editor by the published deadline for the issue. The Editor notifies accepted advertisers by return e-mail or phone call. Payment for the ad must be received by the Editor within seven (7) days of notification. Advertisers should select a second choice preferred page or a regular page in the event their first choice is not available. Any overpayment will be refunded by the STCA Treasurer following publication of the issue. If payment is not received on time, the Editor will so notify the advertiser and contact the next requesting advertiser following the same process.

### PUBLICATION DEADLINES

To insure timely publication of *The Bulletin*, deadlines will be strictly enforced.

	Deadline	Preferred Pages Available
Issue One – Spring	March 9	February 8
Issue Two – Summer	May 12	April 13
Issue Three – Fall	August 8	July 10
Issue Four – Winter	November 3	October 5

### DISCLAIMER

The opinions expressed in THE BULLETIN are not necessarily those of the STCA membership, its Officers and Directors or the Editor. The Editor and the Officers and Directors of the STCA are not responsible for the accuracy of photographs or advertising copy. We reserve the right to edit and/or refuse any material submitted for publication. No article, portion of articles or artwork may be reprinted without the written permission of the Editor.

### ADVERTISING RATES

Preferred and Regular	
Front Color Cover	\$265.00
Back Color Cover	\$200.00
Inside Front Cover (color, 1 photo)	\$100.00
Center Spread (2 photos)	\$130.00
Inside Back Cover: (color, 1 photo)	\$100.00
Full Page (1 photo)	\$60.00
Half Page (1 photo)	\$45.00
Quarter Page (1 photo)	\$35.00
Additional Photos (per photo)	\$15.00
Breeders Directory Listing (per year)	\$25.00
Whelping Box	No Charge

### CONTRACT RATES

STCA Members Only	
Four (4) issues of the same ad, paid in advance:	
Full Page	\$200.00
Half Page	\$140.00
Quarter Page	\$120.00

### COMMERCIAL RATES

Products, Services, Events	
Full Page	\$155.00
Half Page	\$95.00
Quarter Page	\$75.00

► A \$25 surcharge will be levied on every "insufficient funds" check received for payment of advertising or any order placed with the STCA.