



# CKCSC, USA 2018 YEARBOOK ADVERTISING FORM

## PUBLICATION DATE — OCTOBER 2018

### DEADLINE DATE — MUST BE POSTMARKED BY FRIDAY JULY 21, 2018

<input type="text"/>	<input type="text"/>
Advertisers Name	Reg. Kennel Name
<input type="text"/>	
Address	
<input type="text"/>	<input type="text"/>
Phone	E-mail Address

■ AD PRICES	EARLY BIRD SPECIAL POSTMARKED by 6/23/18	REGULAR PRICING POSTMARKED by 7/21/18	AMOUNT
<input type="checkbox"/> Color FULL Page(s) ..... Includes 50 tear sheets	\$315.00 per page	\$340.00 per page	\$ <input type="text"/>
<input type="checkbox"/> TWO Color FULL Pages..... Must be same kennel affix - no combining advertisers	\$595.00 for two	\$635.00 for two	\$ <input type="text"/>
<input type="checkbox"/> Black & White FULL Page(s) .....	\$125.00 per page	\$135.00 per page	\$ <input type="text"/>
<input type="checkbox"/> Black & White Half Page(s) .....	\$70.00 per page	\$70.00 per page	\$ <input type="text"/>
<input type="checkbox"/> 50 Black & White tear sheets .....	\$15.00 per page	\$15.00 per page	\$ <input type="text"/>

■ YEARBOOK PATRONS	AMOUNT
Donations are accepted to help defray the cost of the yearbook and the mailing—and are always appreciated!	
<input type="checkbox"/> Gold (over \$50)	\$ <input type="text"/>
<input type="checkbox"/> Silver (\$25 - \$50)	\$ <input type="text"/>
<input type="checkbox"/> Bronze (up to \$25)	\$ <input type="text"/>

Sponsors name to be printed in the yearbook: \_\_\_\_\_

■ PAYMENT OPTIONS	GRAND TOTAL
CHECKS must be made payable in U.S. FUNDS to CKCSC, USA. All funds must be drawn on a U.S. bank	\$ <input type="text"/>
CREDIT CARD Information: If you are paying by credit card, please provide the following information:	
Card Type: <input type="checkbox"/> VISA <input type="checkbox"/> Mastercard <input type="checkbox"/> Discover <input type="checkbox"/> American Express	
<input type="text"/>	
Card Number	
<input type="text"/>	
Expiration Date	
<input type="text"/>	
Validation Code	

By signing below, I hereby authorize the CKCSC USA, Inc. to apply the selected fees listed on this sheet to the aforementioned credit card.

Signature of Authorized cardholder : \_\_\_\_\_

PAYPAL if you would like to be billed using paypal please include your email and signature

Email address : \_\_\_\_\_ Signature of Authorized cardholder : \_\_\_\_\_

Send to **Barb Hoorman** • Benchmark Cavaliers • 4409 Fremont Lane • Plano, TX 75093-3738

**Signature MUST be waived on ALL packages. Please do NOT send certified or registered mail.** Email BMark9@aol.com with any questions.

*The Editor of the Yearbook has the right of refusal in accepting advertisements that go against Club policy, By-Laws or Code of Ethics.*



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### SUBMITTING ELECTRONIC FILES:

If you are sending camera ready computer generated art - please use the following guidelines. If your designer has any questions please have them email me at [BMark9@aol.com](mailto:BMark9@aol.com)

- All photos need to be scanned to size at 300 dpi preferably in a JPG format (if emailing).
- If you are sending a complete flattened image - please allow at least an 1/8" bleed all the way around.
- I can accept InDesign CC or lower, Illustrator or Photoshop files.
- Full page ad trim size is 5 1/2" x 8 1/2", Live area is 5" x 8" and Bleed area is 5 3/4" x 8 3/4"
- Half page ad size is 5 1/2" x 4 1/8", Live area is 5" w x 3 7/8" h and Bleed area is 5 3/4" x 4 1/4"
- **Important** — *Include a print out of the actual ad.*
- Large files and photos may be submitted via [hightail.com](http://hightail.com) or [WeTransfer.com](http://WeTransfer.com)  
Check their size limitations ... but should be a free service. Send to [BMark9@aol.com](mailto:BMark9@aol.com)

### SUBMITTING PHOTOS THRU EMAIL:

- Large files and photos may be sent via [hightail.com](http://hightail.com) or [WeTransfer.com](http://WeTransfer.com)
- When taking digital pictures make sure your camera is set on the BEST quality setting and that the dog is large in the view finder.
- Small web images will not print crisp and will not be accepted.
- Please make sure you put your name in the subject of the email and that each photo file is labeled with the dogs name.
- Email to [BMark9@aol.com](mailto:BMark9@aol.com)

### TEXT FOR AD:

- All copy submitted should be typed not handwritten. I can only read Word files.
- Please double-check your copy for any typos and make sure all names are spelled correctly. I try and accommodate any changes people request to their text — but please remember to try and submit your ads correctly at the start as the window of production time is small.

**CDs and Photos will NOT be returned. Please have digital copies made.**

Mail to:  
Barb Hoorman,  
4409 Fremont Lane, Plano, TX 75093-3738

Any questions please email [BMark9@aol.com](mailto:BMark9@aol.com) or call 972-596-9550.  
This is CST so please adjust your calling times accordingly.