

# CKCSC, USA 2010 YEARBOOK ADVERTISING FORM

**DEADLINE: FEBRUARY 26, 2010**

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

Advertisers Name: \_\_\_\_\_ Reg. Kennel Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ E-mail Address: \_\_\_\_\_

A proof of your ad(s) will be sent to those who provide an email address - time permitting

## EARLY BIRD SPECIAL ~ POSTMARKED BY JANUARY 28, 2010

## AMOUNT

Black & White FULL Page(s) @ \$120.00 per page \_\_\_\_\_ x \$120 = \$ \_\_\_\_\_

Color Full Page(s) @ \$300.00 per page \_\_\_\_\_ x \$300 = \$ \_\_\_\_\_  
Color Ads are on a first come first serve basis - there is a limited number of spaces.  
No Tear Sheets this year.

Each Additional Color Photo @ \$60.00 each \_\_\_\_\_ x \$60 = \$ \_\_\_\_\_

## NORMAL RATES ~ POSTMARKED BY FEBRUARY 26, 2010

(postmarked between January 29, 2010 and February 26, 2010)

Black & White Half Page(s) @ \$70.00 per page \_\_\_\_\_ x \$70 = \$ \_\_\_\_\_

Black & White Full Page(s) @ \$130.00 per page \_\_\_\_\_ x \$130 = \$ \_\_\_\_\_

Color Full Page(s) @ \$325.00 per page - see specifications above \_\_\_\_\_ x \$325 = \$ \_\_\_\_\_

Each Additional Color Photo @ \$60.00 each \_\_\_\_\_ x \$60 = \$ \_\_\_\_\_

**LATE ADS — Postmarked after Feb 26, 2010 Must be RECEIVED by March 9, 2010 - no exceptions**

Each Late Ad ~ add \$20 per page to **NORMAL** Page rate \_\_\_\_\_ x \$20 = \$ \_\_\_\_\_

## SPONSORS OF THE YEARBOOK

Donations are accepted to help defray the cost of the yearbook and the mailing.  
As a special thank you ~ all names of sponsors are printed in the front of the yearbook.

*THANK YOU!*

SPONSORS NAME: \_\_\_\_\_

Gold Patron (over \$50)     Silver Patron (\$25 - \$50)     Bronze Patron (up to \$25)    \$ \_\_\_\_\_

## STUD DOG REGISTRY

Listing + Photo @\$20 per dog \_\_\_\_\_ x \$20 = \$ \_\_\_\_\_

FREE if proper paperwork shows **current** heart, current eyes and hips clear by specialists\*

Each listing will include a square photo for a head shot only. See past book for samples.

Dog's Registered Name: \_\_\_\_\_ DOB: \_\_\_/\_\_\_/\_\_\_

Owners Name(s): \_\_\_\_\_ State: \_\_\_\_\_

Dog's Sire: \_\_\_\_\_ Dam: \_\_\_\_\_

Please include copy of paperwork from specialists or OFA/CERF certificates. Heart certificates from a certified cardiologist only. \*current within one year from 2/26/10 on hearts & eyes

**CHECKS** must be make payable in U.S. FUNDS to CKCSC, USA. All funds must be drawn on a U.S. bank

**CREDIT CARD** Information: If you are paying by credit card, please provide the following information:

Card Type:  VISA     Mastercard     Discover     American Express

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Validation Code: \_\_\_\_\_

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 : \_\_\_\_\_  
(This document will not be processed for credit card use without authorized signature)

**GRAND TOTAL**

\$

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

**Signature MUST be waived on ALL overnight packages. Please do NOT send certified or registered mail.**

**DEADLINE FOR SUBMITTING ADS IS FEBRUARY 26, 2010**

**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

- All photos need to be scanned to size at 300 dpi preferably in a JPG format (if emailing).  
IF sending on CD a tiff or eps file is best.
- If you are sending a complete flattened image - please allow at least an 1/8" bleed all the way around.
- I can accept Quark, InDesign, Illustrator or Photoshop files.  
Please include all fonts used on your disks. Please send ads/photos saved to a CD.
- 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"
- Include a print out of the actual ad.

**SUBMITTING PHOTOS VIA EMAIL:**

- Photos need to be 12MB or less to go through email at my end.
- 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

**TEXT FOR AD:**

- All copy submitted should be typed not handwritten.
- 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.

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

A good source is kinkos or a camera store.

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

Any questions please email **BMark9@aol.com**

or call 214-345-7766 during the regular workday  
972-596-9550 evenings and weekends

This is CST so please adjust your calling times accordingly.