

Advertising Contract

Ad orders must have club approval. Send order with payment to club ad chairman.



PETERS DOG SHOWS, LTD.
 PO Box 579
 Wake Forest, NC 27588
 tel (919) 556-9516
 fax (919) 554-0519
 www.bpdsonline.com

BPDS Use

Actual Size of Ad	Width/inches	Length/inches
Full page — — — — —	4 1/2	7 1/2
Half Page — — — — —	4 1/2	3 3/4
Quarter Page •••••	4 1/2	1 7/8

There is a 1/2-inch margin on all four sides that is not part of the ad size.

Please check all that is applicable below:

- BPDS to design ad with your full creativity to make my ad special
- Layout as submitted making minor adjustments if necessary to fit space
- Ad copy is camera-ready (will not be returned)
 - If copy sent is not suitable for scanning, please reset as close as possible to copy. (We may not have font(s) you used, but will get as close as possible.)
 - If copy sent is not suitable for scanning, please notify ad chairman. Additional charges will be made for any other process to place ad.
- Photo(s) attached (will be returned at show) — see *cropping instructions below*
- Artwork attached (will not be returned)

Camera-ready ads must meet all specifications or it is not camera ready. Please lay it out to the above dimensions. Scan or convert color to grayscale. Do not print in color. If size has to be adjusted to fit, it may look different from what you sent, either too short or too narrow for this space. Camera-ready ads are scanned, unless ad department determines copy sent is unsuitable for scanning. Please proofread your work carefully.

If not submitting camera-ready copy, the ad department is happy to design your ad for you. Make as many notes as you wish. Include sample of fonts that you want. We do not have all fonts, but will try to get as close to your intent as possible. However, the final product is at our discretion to make the ad fit space and be suitable for the catalog.

Ads may be submitted on disk but must meet the following specifications:

- All files must be PC compatible with Pagemaker 6.5 and Photoshop 5.5
- Size as shown above
- Catalogs will be printed in grayscale, all photos converted from color (150dpi)
- Conversion of materials for our use is responsibility of advertiser, not BPDS
- Please include print-out of ad so we can be sure all of ad transfers into our system

We suggest you proofread carefully. Please call us if you have any questions.

- Draft of ad copy is on back of contract.

Crop Photo to Dog Only ____ Yes ____ No

If no notation is made here, photo will NOT be cropped to dog. (We will not crop judge(s), exhibitor(s)/handler(s), and others specifically part of the photo unless instructed otherwise above. "Empty space"—such as sky, lawn, buildings, extraneous people—*may* be cropped to make dog as large as possible.) Please note on back of all photos name of dog and name/address of advertiser.

Special Instructions

Advertiser Name

Address _____

City State Zip _____

Phone (____) _____ email _____

Club (Make check payable to club)

Submit Ad to:

Catalog Ad Deadline: _____

Show Date: _____

<input type="checkbox"/> Inside Front Cover	\$ ____ .00
<input type="checkbox"/> Inside Back Cover	\$ ____ .00
<input type="checkbox"/> Back Cover	\$ ____ .00
<input type="checkbox"/> 2 Facing Pages @ \$ ____	\$ ____ .00
<input type="checkbox"/> Full Page	\$ ____ .00
<input type="checkbox"/> Half Page	\$ ____ .00
<input type="checkbox"/> Quarter Page	\$ ____ .00
<input type="checkbox"/> Business Card (1/4 pg)	\$ ____ .00
<input type="checkbox"/> Breeder Listing	\$ ____ .00
<input type="checkbox"/> Memorials - per line	\$ ____ .00
<input type="checkbox"/> ____ Photo(s) @ \$ ____	\$ ____ .00
<input type="checkbox"/> _____	\$ ____ .00
<input type="checkbox"/> _____	\$ ____ .00
<input type="checkbox"/> _____	\$ ____ .00
<input type="checkbox"/> _____	\$ ____ .00
TOTAL ENCLOSED	\$ ____ .00

Type or **carefully** print in upper and lower case all ad copy to avoid errors. It is better not to use all Caps. Script fonts in all caps are usually very difficult to read and are not recommended.

For additional art work or camera work, additional charges will be made. Original artwork reproduces best. Poor quality artwork won't make good copy in ad.

Reproduction of pictures from show catalogs, telephone books, business cards, etc. results in poor quality and is not guaranteed. Camera-ready ads must meet all specifications or it is not camera ready. Please see information above left for camera-ready ads.

Copy is not edited unless to correct grammatical/punctuation errors, or intent of copy is not clear.

Label all photos and artwork with the advertiser's name and address. Write on label to put on back of photos, etc; DO NOT write directly on photos.

For best results send BLACK & WHITE GLOSSY Photographs. Any other photograph, including *computer-generated, digital, screened, and color copies*, **cannot** be guaranteed and may result in questionable quality.

Copyrighted material requires written permission to use from the publisher or author. Advertiser is responsible for securing necessary permission and submitting it to BPDS with ad.

Late ads may be refused or subject to additional charges.