



Camera-Ready Proportions

Draft layouts not proportional to our ad size may not layout the same. "Camera-ready" copy not proportional with our ad size will either be shorter or narrower in print. Layout matching a diagonal line from a bottom corner to opposite upper corner to catalog ad size should reduce or enlarge properly.

This example shows that an 8 1/2" by 11" ad reduced to fit height (A) of our ad space will still be too wide to fit the page. When reduced to fit width (B), there is blank space either at the top or the bottom.

Keep your own Ad Log of ads received. Including a copy of your log allows us to check that we got everything. We encourage you to submit ads in batches, particularly if there are a lot of them.

Secure all items of each ad together, making sure each item is identified with its particular ad. Be sure each ad includes: ad size; clean copies of all graphics; photo cropping information; copy—preferably typed in upper and lower case, but at the least printed neatly and legibly; special placement notations, e.g. facing pages or cover placement. Paper clips are acceptable to keep individual ads together, take care not to place paper clip directly on any photo. Attach small photos in an envelope to avoid loss or mutilation. Placing ads in separate envelopes or plastic bags is not suggested due to

time involved in our office in removing and replacing items to set ad up and scan photos.

Please keep your ad deadline date upper most in your mind, so that we may get your catalog printed timely. There are times when we are working on more than one catalog. If your ads are submitted to us late, your ads may not get the attention we would like.

You do not have to type handwritten copy to submit to us. If you are typesetting to submit camera-ready ads, please coordinate with us. Advertisers emailing or submitting disks should also coordinate with us.

We are here to help you make your catalog the best it can be. Please call us if you have any questions at (919) 556-9516.

11/01 D/CatalogAds/Adbro-2

SO — YOU AGREED to be Advertising Chairman!!

WHAT WERE YOU THINKING ???!

Information for you and

Here's Help....

information to share with your advertisers.



PETERS DOG SHOWS, LTD.

PO Box 579
Wake Forest NC 27588
88 Wheaton Ave
Youngsville NC 27596
www.bpdsonline.com

PHOTOGRAPHS

We take pride in the quality of photographs in our catalogs.

Black and White photos are best. Color photos can be converted, but photo quality is not always as good. A poor quality photo will not improve when placed in an ad.

Color copies, screened photos, computer prints, and reproductions from show catalogs, telephone books, business cards, etc. result in poor quality and are not guaranteed or recommended. PMTs and veloxes will not scan well. Please send actual photo.

Unless we are given specific instructions to the contrary, photos will be published "as is." We will not crop judge(s), exhibitor/handler, or others specifically part of the photo. We may crop "empty space" (e.g., sky, lawn, buildings, extraneous people) to make the

dog as large as possible. **Advertiser must note if photo is to be cropped to the dog.** It is helpful for advertisers be as specific as possible about how photos should be cropped so they will be pleased with their ads.

Do not cut, fold, or write on photo. If photo is to be a circle or oval, for example, sketch a diagram of what is wanted. **DO NOT cut photo,** we need plenty of background showing. It is OK to use a grease pencil to mark crop lines, or to use tracing paper with crop lines drawn.

Put dog name, owner name & address on label and put label on back of all photos. Don't write directly on the photo. This protects photo from "embossed" lines.

Do not bend, fold, tape, glue, or staple photos.

May We Suggest

- listing ad costs without photos. List photo cost separately as a per-photo cost—some ads have no photo and some have more than one.
- considering a small price break for two facing page ads; it can increase your ad sales.
- limiting photos to full and half pages only. Quarter-page ads should be text only with no photos.

Tell Us What You Want

We welcome advertisers being as specific as possible regarding ad layouts. We work hard to honor requests, but it is not always possible. *However, any ad not submitted marked "camera-ready" will be prepared at the ad department's discretion.* There is not sufficient time to submit ads for proofreading by advertiser. Every effort is made at BPDS to proofread all ads carefully before printing. A quality ad depends on clear copy from the advertiser.

As always, we are happy to develop an ad for any advertiser.

Catalog page is 5¹/₂" wide by 8¹/₂" tall, with ¹/₂" margin on all sides. "Live space" (actual ad size):

—————	full page:	4 ¹ / ₂ " wide by 7 ¹ / ₂ " tall
— — — — —	¹ / ₂ page:	4 ¹ / ₂ " wide by 3 ³ / ₄ " tall
•••••	¹ / ₄ page:	4 ¹ / ₂ " wide by 1 ⁷ / ₈ " tall

"Business Cards" ads, if you choose to have this category, will be charged to your club at the quarter-page rate. (Business cards frequently require more work because of poor quality of printing, card is on textured stock, has color on it, or any number of other challenges for scanning.)

We do not edit copy except to correct grammatical/punctuation errors and/or to make intent clear. We will as often as possible contact advertiser or ad chairman if clarification is needed on copy. There are times when that contact cannot be made.

All of our catalog material is scanned. Catalog is offset sheet-fed printed. Do not send metal cuts or electric mats.

"Camera-Ready" means ad needs no work on it when it reaches us; it is ready to scan. An ad to be reduced or enlarged is technically not camera ready. See information on back page, "Camera-Ready Proportions."

Ads submitted on disk **must be PC Compatible**, with Pagemaker 6.5 and Photoshop 5.5. Scans should be in greyscale. Submit printed copy with disk. Advertiser is responsible for any conversion of materials for BPDS use.

For any additional art work or camera work, an additional charge will be made..

Use of all caps is not advised except for highlighting information. An entire ad printed in all caps is usually more difficult to read, making it less effective. An exception might be an ad of few words. Don't use all caps with Script fonts.

If selling ads on catalog covers, choose paper color of carefully. It will particularly affect how photos look (and possibly the satisfaction of your advertisers).

Please ask for an Advertising contract if you don't have one for your Club. Ad Chairman completes Club name, Submit Ad to, and ad prices (blank spaces are provided). BPDS can complete this before sending copy to you if you request it.

Please do not assume that if we did ad(s) in the past that we still have logos, photos, etc. Please check with us.

NOTE: Copyrighted material **cannot** be used unless advertiser submits written permission from the publisher/author.

Original artwork is the best for quality reproduction. Poor artwork won't look any better in an ad. Photographs are returned to Ad Chairman at the show for returning to advertisers.

Show catalogs are rarely printed with color and/or bleeds. Without special arrangements in advance, ads will be printed in black and white at the stated measurements for each size ad. For any ad other than black/white and standard size, additional costs will apply to the advertiser.