

GSDCA Herding Event Catalog Ads

*Advertising in the Herding Catalog
benefits the GSDCA, the sport of herding,
and your ad becomes a permanent part of National history!*



BUSINESS CARD
3 3/4 x 2 1/2

ADVERTISING RATES

| | |
|--|-------------|
| Full Page 7 1/2 wide x 10 tall OR 10 wide x 7 1/2 tall | \$25 |
| Half Page 7 1/2 wide x 5 tall | \$15 |
| Business Card 3 3/4 wide x 2 1/2 tall | \$10 |
| 5 Lines of Text 3 3/4 wide x 2 1/2 tall (no graphics) | \$10 |

⇐ **WHOLE PAGE**
7 1/2 x 10

HALF PAGE ⇐
7 1/2 x 5

'Camera ready' is a nearly antique printing term.
Ads made in this decade are in the form of a computer file.

Digital files & photos must be 300 dpi.
Internet photos are typically 72 dpi & will not print well.
Do NOT use photos or logos as displayed on websites.

Do not color-adjust photos, use drop shadows, effect filters, etc. in photo editing software.
If your ad needs an effect, please describe what it should be. All photos will be color-corrected for printing.
Include fonts if the ad uses something unique.

Ads may be created in Microsoft Publisher, Adobe Illustrator, InDesign, Photoshop or Freehand. Mac or PC. Or, save out your final version as a high resolution pdf.

A final proof will be emailed to you for approval prior to printing.

Not computer savvy? Ruth at rightdogphoto@yahoo.com is donating catalog ad set up!!
Email her your photo & text.

Your Support is Greatly Appreciated!

~2009 GSDCA Herding Committee

GSDCA Herding Event Catalog Ads

CONTACT PERSON: _____

KENNEL/BUSINESS NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONES: Cell/Home: _____

EMAIL: _____

BEST WAY TO CONTACT: Cell Home Email Time: _____

BY: _____

ADVERTISING RATES

Full Page \$25 x _____

7 1/2 wide x 10 tall OR 10 wide x 7 1/2 tall

Half Page \$15 x _____

7 1/2 wide x 5 tall

Business Card \$10 x _____

3 3/4 wide x 2 1/2 tall

5 Lines of Text \$10 x _____

3 3/4 wide x 2 1/2 tall (no graphics)

TOTAL ADS _____

TOTAL DUE _____

PAYMENT METHOD:

Cash Check PayPal

*Payment is due at time of purchase.
Returned checks do not constitute payment.
\$30 fee added to returned checks.*

Ad Specifications:

When submitting print photos, please include postage for return.
The committee will not be responsible for photos received without return postage.

The 2009 Herding Committee assumes no financial responsibility for errors in advertisements beyond the original cost of the space occupied by the ad.

The 2009 Herding Committee will not advertise any products or services that are unlawful, promote general harm or are in poor taste as determined by the 2009 Herding Committee Co-Chairs.