



CATALOG ADVERTISING INFORMATION

Would you like to advertise your kennel, brag on a few spectacular wins or simply wish people luck at the Nationals? The National Specialty catalog gives you an excellent opportunity to promote your Vizslas and serves as a wonderful keepsake. This year the cost for a full-page color ad has been lowered to just \$65.

We are offering a one-time discounted rate of \$150 for advertising in all three 2017 National catalogs (NGDC, Specialty Show, NFT). Please note, the NGDC dates are March 5 to conclusion, which requires an early advertising deadline for the NGDC catalog.*

SUBMITTAL DEADLINE FOR ADVERTISEMENTS IS MARCH 15, 2017

(*Submittal Deadline for the NGDC Catalog Is February 15, 2017)

Advertising Guidelines:

- Color Full Page and Divider Page ads must be 7½" high by 4½" wide. Copy-ready ads must be submitted in PDF (.pdf), JPEG (.jpg) or TIFF (.tif) file format.
- Digital photo resolution for images used in ads should be at least 300 dpi.
- Divider Page ads will be offered to last year's winners first; any unsold pages will then be made available to all for purchase.
- For consecutive-page ad requests, we highly recommend that all pages be submitted at the same time; otherwise, we cannot guarantee they will be placed together.
- Page reservations will be accepted only with payment.
- Ads not meeting the above size and formatting guidelines will be reformatted to fit the catalog or returned at the editor's discretion.

Required Information:

An OFA number is no longer required for catalog advertisements with the following exceptions:

- OFA numbers for sires and dams are required for "upcoming litter" or "puppies available" advertisements.
- Any advertisement that can be construed as a "breeding" advertisement (e.g., "Available at Stud") will require the inclusion of the OFA number of that specifically listed dog.

Need Help?

If you need assistance creating a copy-ready advertisement, contact the editor. Basic reformatting assistance will be given at no cost. Ad creation and layout is available for a fee (minimum \$25) on a first-come basis.

Catalog Advertising Pricing:

Color Full Page

Check – \$ 65 PayPal – \$ 68

Divider Page (Front)

Check – \$120 PayPal – \$126

Divider Page (Back)

Check – \$100 PayPal – \$105

Payment Instructions:

By Check: Make checks payable to "VCA-NE" and mail to Patty Hart at the address below.

By PayPal:

1. Log on to www.paypal.com
2. Click on "Send Money."
3. Submit payment to this email:
vcareervations@gmail.com
4. Click "Continue" and follow directions.

Submit ads and payments by check to the following:

Patty Hart

17404 NW 251st Lane

Alachua, FL 32615

pihartdesign@gmail.com

(954) 647-6702

← **Actual Ad Size 4½" Wide x 7½" High** →