



## 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 is just \$70.

### Advertising Guidelines:

- Color Full Page and Divider Page ads must be 7½" high by 4½" wide. Copy-ready ads must be submitted in either 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 with preference going to whomever submits payment first.
- For consecutive-page ad requests, all pages should 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 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 that dog's OFA number.

### Need Help?

If you need assistance creating a copy-ready advertisement, contact the editor. Basic re-formatting assistance will be given at no cost on a first-come basis. If you need help with your ad please submit your request well in advance of the deadline.

### Pricing: *(Same price for Check or Paypal)*

Color Full Page – \$ 70

Divider Page (Front) – \$130

Divider Page (Back) – \$105

### Payment Instructions:

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

By PayPal: Follow the links on the VCA website's 2020 National Specialty Show page for detailed instructions.

## ADVERTISEMENT SUBMITTAL DEADLINE IS JULY 15, 2020

### Submit ads and payments by check to the following:

Patty Hart  
17404 NW 251st Lane  
Alachua, FL 32615  
pjhartdesign@gmail.com  
(954) 647-6702

Actual Ad Size 4½" Wide x 7½" High