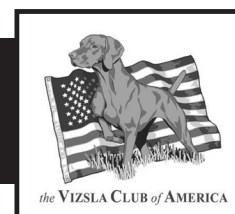


THE VIZSLA NEWS

Advertising Rates
and Information



Cover Reservations*

Available	Oct.-Dec.
Available	Jan.- Mar.
Reserved	Apr.- Jun.2023
Available	Jul. - Sept.

*Pending receipt of deposit

Cover Rates

Color	Members	Members with CHIC	Non-Members
Front Cover + half-page			
Page bio inside	\$450.00	\$405.00	\$500

All cover reservations require a \$50.00 deposit to hold the reservation. Back cover, centerfold and inside covers are also available. Contact the editor to make your reservations. Please watch the cover reservation list closely and have your cover photos and information ready to send with your payment. Email the editor at: vizslanewseditor@gmail.com

Advertising Rates

Color	Members	Members with CHIC	Non-Members
Back Cover	\$400.00	\$360.00	\$450.00
Inside front/back cover	\$300.00	\$270.00	\$350.00
Centerfold 2 full pages	\$550.00	\$495.00	\$600.00
Full page	\$250.00	\$225.00	\$275.00
With CHIC number			
2nd color page	\$225.00		
3rd color page and subsequent pages	\$200.00		
Half Page	\$125.00		
Wags & Brags	\$ 40.00		

Black and White

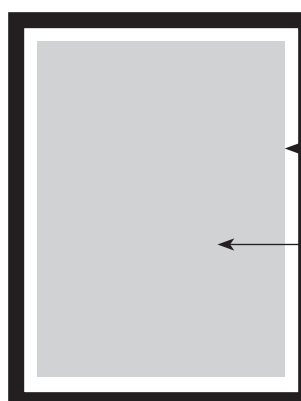
Front Cover + half-page			
bio inside	\$200.00	\$180.00	\$250.00
Back Cover	\$125.00	\$112.00	\$150.00
Inside front/back cover	\$120.00	\$108.00	\$150.00
Centerfold 2 full pages	\$250.00	\$225.00	\$300.00
Full page	\$100.00	\$ 90.00	\$125.00
Half page	\$ 50.00	\$ 45.00	\$ 65.00

Advertising Policy

Motion 20120828_19: Move to substitute the current Welfare / Health Resolution regarding breeding stock requirements and advertising with the following resolution:

“Resolution: The Vizsla Club of America calls for ALL breeding stock to be radiographed, and specifies that no dog or bitch with the slightest evidence of hip dysplasia be used for breeding purposes. In keeping with this resolution, and in full support of the Vizsla Club of America Code of Ethics, which states that only those Vizslas that are over two years of age, X-Rayed, and OFA certified as free of hip dysplasia be bred the VCA agrees to accept the removal of OFA listing requirements in advertisements in all official VCA publications, with the exception of Stud Dog Listings, and litter announcements.”

Ad Sizes:



Cover and Full page
Full bleed page size
8.75" x 11.25".

Final trimmed page size
8.5" x 11".

“Live” area 7.5" x 10"
All important information
should fall in this area.

All ad contents should be 300 dpi resolution.

Final page size is 8.5 x 11 inches.

The white area shown in the diagram above.

Full bleed pages should be 8.75 x 11.25 inches.

The black area shown in the diagram

“Live” area is 7.5 x 10 inches. The gray area shown in the diagram. Any text or important image items (dogs feet, nose, etc.) should be within this Live area. Items outside this area run the risk of being cut off in the production process.



Horizontal



Vertical

Half page
Horizontal: 7.5"w x 5"h
Vertical 3.5"w x 10" h



Wags & Brags
Square format
3.5"w x 3.5"h
with 3 lines of info
(see example)

Brag:
Registered Name:
Owners:

Digital File Requirements

To insure good print reproduction,

Color: Images or art at no less than 300dpi at full size of ad or image.

File format: .tif, .jpg, hi-res (Press Quality) .pdf or PDF/x-1a

Black & White: Grayscale images/photos no less than 300dpi at full size. Flat Black: line art or logos at 1200dpi at full size.

File format: .tif, .jpg, hi-res (Press Quality) .pdf or PDF/x-1a