

2024 BSCBAA AKC National Specialty Ad Instructions

for inclusion in the catalogue for the
Peach Blossom Cluster - Perry, GA

Type of Ad	Format	Size Specs	Price
Business Card Size Ad (text only)	Black and White	3 5/8 x 2 1/4"	\$25
Quarter Page (text only)	Black and White	4 1/2 x 1 7/8"	\$45
Half Page (text only)	Black and White	4 1/2 x 3 2/3"	\$70
Full Page (text only)	Black and White	4 1/2 x 7 1/3"	\$100
Half Page with Logo or Photo	Black and White	4 1/2 x 3 2/3"	\$125
Full Page with Logo or Photo	Black and White	4 1/2 x 7 1/3"	\$165
Full Page (text only)	Color	4 1/2 x 7 1/3"	\$185
Full Page with Logo or Photo	Color	4 1/2 x 7 1/3"	\$225

***If a color photo is sent—specify the Ad should be printed in B/W**

- Ads are due to Anne Ledet by 5 pm on March 3rd in camera ready form.
- Ads submitted after this deadline will be returned along with payment refunded.
- Ads must be submitted in either in a .doc or .jpeg format.
- All emailed ads should be accompanied by a hard copy for accuracy purposes.
- We accept no responsibility nor liability for ads.
- Note that all photos, unless ad is 100% "Camera Ready", will still incur a per photo charge.
- Ads submitted incorrectly or directly to Onofrio will not appear in the catalogue per Peach Blossom requirements.
- ALL ADS NOT MARKED AS COLOR WILL BE PRINTED IN GRAYSCALE.

ADVERTISER'S ORDER

AD NUMBER _____

All advertising orders are subject to club approval. Orders and fees MUST be sent to the club

(from ad listing sheet)

CLUB NAME BSCBAA (Boykin)

SHOW DATE _____

ADVERTISER'S SIGNATURE _____

I ENCLOSE \$ _____

ADDRESS _____

TELEPHONE _____

EMAIL _____

AD SIZE

FULL PAGE
4.5" x 7.33"

HALF PAGE
4.5" x 3.667"

QUARTER PAGE
4.5" x 1.833"

DEADLINE DUE TO AD CHAIRMAN

3 March, 2024

FULL PAGE AD (actual size)



**USE THIS SPACE
TO DESIGN AND
LAYOUT YOUR AD**

HALF PAGE AD (actual size)



QUARTER PAGE AD (actual size)



• NO ADS LESS THAN QUARTER PAGE •

• ALL COVER ADS WILL BE CHARGED AS FULL PAGE •

- REUSE AD FROM PAST CATALOG
Indicate Kennel Club name and date of Catalog

- PLACEMENT - Odd or even page, near front, back, or center of the catalog, or within or before a specific breed or section (placement requests will be honored as catalog layout allows).

- DO NOT EDIT AD
If not checked, ads may be modified for spelling or to fit the page size requested.
- BLEED AD* - image should be 6 inches wide x 8.75 inches tall. Please keep text and photo subject 3/4 inch away from edges. Bleed ads may incur an extra charge.

*Check with kennel club's ad chairperson to verify that color and/or bleed ads are offered in their catalog

TIPS TO ADVERTISERS

PLEASE TYPEWRITE OR PRINT NEATLY

Photographs should be 200 dpi or greater.

Photos from phone books, newspapers, or magazines do not reproduce well. Please send original photo or artwork along with the sample page.

Return to:
Anne Ledet
annemoses2002@me.com
by 5pm March 3, 2024