



BUTLER COUNTY KENNEL CLUB MARCH 2009 NEWSLETTER



It's a Date

Mar. 3, 2009 Board Meeting
6:30 PM
Meeting
7:00 PM
Butler YMCA

2009 Shows

Saturday September 19, 2009
Sunday, September 20, 2009

Due Dates

Trophy Information due to Show
Chairman Friday, May 1, 2009

Catalog Advertising Information
due to MB-F Inc. Friday, August
7, 2009

Interim Editor:

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Butler, PA 16002

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This newsletter needs a full time permanent editor. If you're interested or just feeling guilty, contact Kathie or Mick.



Irish Setter



IRISH LEANER

It should be noted that this column in no way constitutes a part of the name calling contest.

New Life Member

On Tuesday, February 3, 2009 the Board of Directors unanimously awarded Life Member status to John Towns.

Conformation Class

For the new year, 2009, we will be returning to Wednesday nights for classes. The scheduled nights for the next session are:

February 18, 25, and March 4, 11, 18, 25, 2009.

Due\$

“Section 6. Any member who has not paid his/her dues on or before the first of March shall not be considered in good standing for that club year....”

By Laws, Article 2

You can send them to Jennifer Joy at:

213 Sunbury Rd.
Slippery Rock, PA 16056

Name Calling Contest

Hey! Don't forget the contests to name the newsletter and the new cluster. We have several entries now and will chose one for each in March. Get yours in.

NL

You are encouraged to submit articles, stories, announcements etc. If you are submitting something from another publication get permission to reprint.

Send a picture (electronic or printed) with or without your brag and we'll put your dog in the news.

Catalog Advertising

The prices we will charge for catalog advertising are:

Full page	\$50.00
Half Page	\$25.00
¼ Page	\$12.50
Photos	\$10.00

The measurements for ad size are:

4 1/2" x 7 3/16" full page,
4 1/2" x 3 9/16" half page,
4 1/2" x 1 3/4" quarter
page.

Process and submission information will be available at the back of this newsletter and at future meetings.

Members may advertise at cost. Talk to Mick about this.



We get a lot of mail from various sources. It's mostly junk but on occasion something comes along that may be of interest to members. When that occurs we'll try and include it here.

Book Report?

I recently received an email about a book entitled Speaking for Spot by Dr. Nancy Kay, DVM. The book purports to answer these and other questions.

- How do I find a vet that feels just right for me and my dog?
- How will I be able to afford my dog's health care? Is pet insurance the way to go?
- Does my dog truly need all those vaccines listed on the reminder postcard?
- What are the important questions I should be asking my vet?
- Does my dog really need the surgery or procedure that has been recommended?

- Are there other options I should be considering?
- When is it appropriate to get a second opinion? Where should I go to get one and how can I avoid offending my vet?
- Should I take my dog to see a specialist?
- Should I consider treating my dog's cancer?
- Am I doing the right thing? Am I doing this for him or for me?
- Is my dog ready to say goodbye? Am I ready to let him go? What are my choices when it comes to the euthanasia process?

If you're interested you can find more information at the following web sites.

www.speakingforspot.com

www.speakingforspot.wordpress.com

**Karen Robertson's guys
preparing for the Iditarod.**



Guidelines for Submitting Catalog Advertising Material to MB-F, Inc.

I. A BRIEF WORD ABOUT OUR CATALOG PROCESS — We publish our catalogs electronically without the use of a traditional camera using *Adobe® Illustrator® 10.0*, *Adobe® PageMaker® 7.0*, & *Adobe® Photoshop® 7.0* for the PC. All advertising, Premium Lists; Judging Programs; and the final catalogs, along with the covers, are produced using the same programs. All print and graphics are then sent to an imagesetter where plates are made. Those plates then go onto our presses, and, finally, the printed pages are folded, collated, bound, and trimmed into the finished catalog.

II. PRODUCTION PROCESS — Once advertising has been received for a particular catalog, the ads are then arranged into packs according to the specifications given to us on the accompanying control sheet per the advertising chairman's request. Then all copy is hand typed or put through an OCR program (Omnipage) that automatically converts information into a text file. That file is given a specific name for the club. When a pack is completed it is then typeset and layed out in relation to the ad copy given. After setting, all photos and logos for the ads are scanned on a flatbed scanner and balanced for best results on our image setter. All ads are then proofread and checked for correctness.

PLEASE NOTE: — We are the printer of the material you are sending us. Because we use PC related hardware and software, any electronic files submitted from a Mac must be saved using the 3-letter extension associated with each program (see **COMPUTER—File Formats** below). Any converting of materials for our use will be the responsibility of the customer, not ours.

III. REQUIREMENTS FOR MATERIAL SENT IN FOR REPRODUCTION

- A. Original photographs (Ex. show photographs, other professional photographs, snapshots, etc.) **ALWAYS** reproduce the best. Previously printed photographs & inkjet photographs reproduce the poorest.
- B. All submitted material on disk **MUST BE** accompanied by a printed copy along with the exact file name of the file to be used. This assures that the information submitted is correct (layout, copy, and any artwork including photos) as to what is to be expected in catalog reproduction. *Note: Do not send images placed in a Word document as the only image to be used. Please send the original photograph or include a disk with the photo in one of the formats listed below.*
- C. If the fonts that you choose to set your ad in are not available to us, the fonts **WILL BE** changed to the closest match available. **DO NOT** send us your fonts; we cannot accept outside fonts.
- D. Please provide contact phone number (daytime & evening), e-mail address, and home address. This is in case the disk(s) do not reach us in operating order, are not usable, or are missing information.
- E. The measurements for ad size is $4\frac{1}{2}" \times 7\frac{3}{16}"$ for a full page, $4\frac{1}{2}" \times 3\frac{9}{16}"$ for a half page, and $4\frac{1}{2}" \times 1\frac{3}{4}"$ for a quarter page. Please do not exceed these measurements as reductions may affect final ad size.

IV. COMPUTER

A. Accepted Media

- 1. $3\frac{1}{2}"$ PC formatted diskettes (no ZIP disks, please)
- 2. PC readable CD-ROM or CD-R (no CD-RWs, please)
- 3. E-mail with or without attached documents (see **IV. C. E-mail Guidelines**)

B. File Formats

- 1. Adobe® Illustrator® 7.0 or higher — *filename.ai*
 - 2. Adobe® PageMaker® 6.5 — *filename.p65*
 - 3. Adobe® PageMaker® 7.0 — *filename.pmd*
 - 4. Adobe® Photoshop® (for best results; sizes are after cropping)
 - a. color or grayscale TIFFs — *filename.tif*, $4\frac{1}{2}"$ wide @ 200 dpi
 - b. black & white TIFFs — *filename.tif*, $4\frac{1}{2}"$ wide @ 400 dpi
 - c. color or grayscale JPEGs — *filename.jpg*, 3x actual size @ 72 dpi @ maximum quality
 - d. black & white JPEGs — *filename.jpg*, 6x actual size at 72 dpi @ maximum quality
 - 5. Portable Document Format (PDF) — *filename.pdf* (fonts used **MUST** match exactly to our own)
-

Please number each ad.

Show # _____

Date Received _____

AD NO. _____

Club Name _____ Show Date _____

Full Page ☐

(4½ x 7½)

Half Page ☐

(4½ x 3½)

Quarter Page ☐

(4½ x 1½)

★ ADS ★

MUST BE RECEIVED BY
SUPT. 6 WEEKS BEFORE
SHOWDATE. (9 WEEKS FOR
NATIONAL SPECIALTY
SHOWS)

Signed _____ I Enclose \$ _____

Address _____ ☐ Bill Me Later

IMPORTANT!

PRINT PLAINLY OR TYPEWRITE ALL AD
COPY TO AVOID TYPOGRAPHICAL
ERRORS, GIVING SPECIAL EMPHASIS TO
THE DOG AND OWNER'S NAME.

All Photographs and Artwork will be returned
to the Advertising or Show Chairman on the
day of the show by the Superintendent.

PHOTOGRAPHS ARE SCANNED FOR AD
PLACEMENT. FOR BEST RESULTS
PLEASE SEND ORIGINAL PHOTOGRAPH.
NO SCREENED PHOTOS. NO NEGATIVES.

Any ad less than one quarter page will be made
and billed as a quarter page.

If sending an ad from a previous MB-F show
catalog, indicate the name & date of the show.

Reproductions of pictures from show catalogs,
telephone books, business cards, screen photos,
faxed logos or artwork, etc. results in POOR
QUALITY and are not guaranteed. Copy and
Logos on dark colored backgrounds cannot be
guaranteed separation.

For any additional artwork or outside work, an
additional charge will be made.

LATE ADS MAY BE REFUSED AND/OR
SUBJECT TO AN ADDITIONAL CHARGE.

Be sure ALL PHOTOGRAPHS, ARTWORK,
etc. are labeled. DO NOT BEND, FOLD,
TAPE OR STAPLE PICTURES. PLEASE
ATTACH WITH PAPER CLIP.

There will be a charge for each photograph.

UNLESS OTHERWISE INDICATED.
ALL PHOTOS MAY BE CROPPED TO
PUT EMPHASIS ON THE DOG.

If you have any questions, call or Fax
MB-F Ad. Dept. at
(336) 379-9352 Ext. 207 FAX (336) 272-0864

(Revised 5/2001)

*If you desire special placement of your ad, specify here _____