

**German Shepherd Dog Club of America
2007 Futurity/Maturity Catalog Advertising Instructions and Form**

INSTRUCTIONS

Photos must be unretouched originals ONLY! No scans or proofs will be accepted. Scans do not reproduce well. Glossy photos reproduce the best. Please see attached guidelines for specifics regarding ad formats and camera ready art.

All Ads will be published in all nine regional catalogs.
All pages are black and white.

Deadline: February 1, 2007 NO LATE ADS WILL BE ACCEPTED!

PLEASE DO NOT CALL OR SUBMIT ADS TO JIM RAU DOG SHOWS
Make checks payable to GSDC of America. If you want your photos returned, include a self-addressed stamped envelope.

**Mail ad with payment and this form to: Kelly Knight
2071 Midlothian Rd,
Roseville, MN 55113
651-633-3652
hadderway@comcast.net**

Name: _____
Kennel or Dog's Name being advertised; _____
Address: _____
Phone Number: _____ Email: _____

Please indicate the region to credit for your ad. If you do not specify, proceeds will be divided equally between regions. Your region receives 60% of proceeds from the ad.

Northeast ____ Mid-Atlantic ____ Southeast ____ Great Lakes ____ Mid-West ____
Southwest ____ South Pacific ____ Mid-Pacific ____ Northwest ____

Type of Ad	Cost	How Many?	Total
Outside Back Cover (one photo included)	\$200.00		
Inside Front Cover (one photo included)	\$185.00		
Inside Back Cover (one photo included)	\$185.00		
Double page spread – no photo	\$140.00		
Double Page Spread – 1 photo	\$150.00		
Double Page Spread – 2 photos	\$160.00		
Single Page – No photo	\$75.00		
Single Page – 1 photo	\$85.00		
*Additional photos	\$10.00 each		
Other art not photos	\$3.00 each		

Enclosed Payment: _____ Signature: _____

Catalog Advertising Guidelines

SIZE OF AD • FULL PAGE (4-1/2" x 7-1/4")

LAYOUT OF AD • Use the space provided on the advertisers request sheet or, on another sheet of paper, but place your layout in a space the exact size of your ad. Type or print your message. Indicate the position of photos and art work. If you wish, indicate an approximate type size and layout of the text, otherwise, we will design the ad for you.

TEXT • Be aware of the space limitations. A five generation pedigree will have to be set in such a small type size that it will be impossible to read. Please proof read your copy for legibility and spelling.

PHOTOS • Please send the ORIGINAL PHOTOGRAPH! DO NOT send PMT halftones or halftone tearsheets. The quality from rescanning these will not be good.

ARTWORK • Line ink drawings, logos, unusual type styles and the like are easily scanned. Multi-colored art may or may not present a problem. The scanner may not be able to make a distinction between the colors.

CAMERA READY ART • With the proliferation of home computers and desk top publishing programs, some advertisers are designing and composing their own ads and are sending them in as "camera-ready ads". If you choose to do this, please follow the guidelines in the "Preparing Your Own Camera Ready Art" guidelines for the best ad.

Tips:

Design your ad on a piece of paper the exact size as the catalog page. (fold an 8 1/2" x 11" sheet in half)

Proportion or scale the size of your photo to exact dimensions and place it on your ad mockup.

"Camera ready ads" must be the correct size with black copy on white stock.

"Camera ready ads" must NOT contain any colored art or type.

Guide to Preparing Your Own Camera Ready Ads

These instructions are for those who want to design their own ad and submit a hard copy (print out) for Rau to scan.

Scanning art work

- Scan one bit line art, that is art work of a single color, at 400 dpi.
- Scan gray scale art, that is art work in shades of gray, at 266 dpi.
-

DO NOT scan in color and definitely DO NOT print out in color.

Layout of Ad

The regular ad space size for a full page is 27 picas by 44 picas (4-1/2" x 7-1/4").

This is the ad space size, not the page size. If you will notice in the catalog, the ad does not take up the full page size. Please do not try to fudge and get extra space by going outside these limits. We have our reasons for this ad space size.

In your desk top publishing program, make the document size 5-7/8" x 8-1/2".

In your preferences, set measurements to PICA*, if possible, otherwise use INCHES-DECIMALS.

Place the left hand margin guide 3-1/2 picas (.583") from the left edge of the page.

Place the right hand margin guide 30-1/2 picas (4.924 ") from the left edge of the page.

Place the top margin guide 3-1/2 picas (.583") from the top edge of the page.

Place the bottom margin guide 47 picas (7.917") from the top edge of the page.

This will give an ad space of 27 x 44 picas (4-1/2" x 7-1/4").

If your DTP program does not allow you to construct unique page sizes, then use guide markers to make the page size and then add additional guides using the measurements stated above to make the ad space.

Designing the ad

It helps to make your first layout with pencil and paper. Write out your copy and draw a box shape for a photo or art work. For inspiration, look at catalog ads that you admire and imitate them.

Then type the copy into your computer layout space. Select the font style and point size you desire.

Scaling the photo

If you are including a photo in your ad, now is the time to make space for it. Scale the photo to the space size and see if it will fit as you wish. "Eyeballing" a 8 x 10 photo and then guessing the smaller space is deceptive. Your eyeball does not do a good job of scaling.

Use the following method to scale your photo:

Place a clear overlay or tracing paper over the photo. Draw a rectangle around the area you want to reproduce (known as cropping the image).

Draw a diagonal line from one corner to the other of the cropped area.

Measure the vertical distance on the ad that is available for the photo box.

Transfer that distance to the photo and place it on the left side of the photo, measuring from the top.

Draw a horizontal line from that point to the diagonal line.

At the point where the diagonal line and the horizontal line intersect, draw a vertical line. The resulting rectangle is the scaled size of the photo.

Using these measurements, draw a rectangle box on your ad, stroking the box with a 1 point line.

DO NOT knock out or over print type on halftones or within the area of where the halftone will be placed. This can not be accomplished, unless we use your scanned halftone. Don't do this unless you are skilled at making halftones and can output on a 1250 dpi or greater imagesetter.

At this point, make any adjustments to the type or the photo box (be sure to keep the proportions of the photo box the same otherwise the proportions of your image may be distorted).

Most important is for you to have someone proofread your ad for you. You will be surprised at the typos you leave behind. Any mistakes in your "camera ready ad" will be there for everyone to see.

Suggestions for design.

Use no more than two type styles, unless you have a good design reason for more; i.e. business names or logos.

DO NOT set a script style in ALL CAPS.

DO NOT set the whole ad in ALL CAPS.

Use bold type faces or italics for emphases, not underlines.

Suggested equipment for print out.

600 dpi laser printer or 600 dpi ink jet printer or better.

Dot matrix or 300 dpi ink jet printers do not give the quality we desire, but if you submit a "camera ready ad" from one of these printers, and you find it acceptable, then we will use it "as is".

Use good quality laser or ink jet paper for print out.

Print gray scale graphics with a 133 line per inch screen pattern. Please send us your **original photo** so that we can scan it ourselves. It is necessary for us to scan the photo to insure the quality you will expect, but you can place scanned photos in your layout to indicate scaling and cropping. Again, always send us the **original photo**.

DO NOT print in any color except BLACK.

Remember - a camera ready ad is one that we will use AS IS.