

# Advertising Contract

Ad orders must have club approval. Send order with payment to the club chairman.



Office  
Use

Actual Size of Ad	Width/Inches	Length/Inches
Full Page . . . . .	4 ½ . . . . .	7 ½ . . . . .
Half Page . . . . .	4 ½ . . . . .	3 ¾ . . . . .

There is a ½ inch margin on all four sides that is not part of the ad size.

**Please check all that is applicable below:**

**Photo Ads**

**The quality of any camera ready copy offered for ads will be limited by our reproduction capabilities.\***

**Photos only accepted with camera ready ads that are sized and ready for reproduction.\***

**Ads without Photos**

- Layout as submitted making minor adjustments if necessary to fit space.
- If copy sent is not suitable for scanning, please reset as close as possible to copy. (We may not have font(s) you used, but will get as close as possible.)

**\*Camera-Ready** ads must meet all specifications or it is not camera ready. Please lay it out to the above dimensions. Scan or convert color to grayscale. Do not print in color. If size has to be adjusted to fit, it may look different from what you sent, either too short or too narrow for this space. Camera-ready ads are scanned, unless ad department determines copy sent is unsuitable for scanning.

**Please proofread your work carefully.**

**Ads may be submitted on disk or by email** but must meet the following specifications:

- Size as shown above.
- Scan or convert to grayscale any items that are in color.
- We suggest you proofread carefully. Please call if you have any questions.

Special Instructions: \_\_\_\_\_

\_\_\_\_\_

Advertisers Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

**Make Checks Payable to:**  
**LRCP**

**Submit Ads to:**  
Sharlene Pitman  
17647 Wild Cherry Lane  
King George, VA 22485  
brookhavenlabradors@verizon.net

**Catalog Ad Deadline – Sat., Oct. 1, 2011**  
**Show Date – October 28, 2011**

**CONTACT ME TO SEE IF COVERS ARE AVAILABLE**

Inside Back Cover	\$30	<input type="checkbox"/>
Outside Back Cover	\$40	<input type="checkbox"/>
Full Page	\$25	<input type="checkbox"/>
Half Page	\$12.50	<input type="checkbox"/>

**TOTAL ENCLOSED \$ \_\_\_\_\_**

Type or **carefully** print in upper and lower case all ad copy to avoid errors. It is better not to use all caps. Script fonts in all caps are usually very difficult to read and are not recommended.

Original artwork reproduces best. Poor quality artwork won't make good copy in ad. Reproduction of pictures from show catalogs, telephone books, business cards, etc. results in poor quality and is not guaranteed.

Camera-ready ads must meet all specifications or it is not camera-ready. Please see information above left for camera-ready ads.

Copy is not edited. Copyrighted material requires written permission to use from the publisher or author. Advertiser is responsible for securing necessary permission and submitting it to Advertising Chairman.

**Late ads may be refused or subject to additional charges.**

Phone (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_