

2016 CRC SPECIALTY CATALOG ADVERTISING INFORMATION



PLEASE NOTE AD RATES HAVE BEEN SIGNIFICANTLY REDUCED FROM LAST YEAR!!!

****Note Advertising Deadline is March 12, 2016****

Ads will be designed **free of charge**, or you may design your own using this [Adobe Indesign](#) or [Microsoft Word](#) template. If using a template **DO NOT MAKE ANY CHANGES TO THE SIZE OF THE PAGE OR THE MARGINS.**

Send Pictures (high quality; no downloads from Facebook) and Copy to:
[Alexandra Gebhardt](#) – CRC Catalog Ad Chairperson
2084 Valley Avenue
Scotch Plains, NJ 07076

Requirements and Specs for Designers:

Page Sizes: Full Page = 4.5 x 7.3 inches Half Page = 4.5 x 6.25 inches
Preferred file format is a flat 300dpi .pdf with all fonts embedded or a 300dpi .jpg
Save all color ads as CMYK and Black and White ads as 100% Black
Email [Alexandra Gebhardt](#) with any questions.

Prices:

**Full Page Color \$100 Full Page B&W \$50 1/2 Page B & W no photo \$40
1/4 Page B&W no photo \$25**

CRC or ARC members receive preference for the following placements; if they are not sold to members by the deadline they will be available:

Inside Back Cover Full Page Color \$750
Back Cover \$1000

**** Purchase 5 or more full page ads and receive a 6th full page ad free**

Checks Payable to CRC:

Jodi LaBombard, Treasurer
189 Miranda Lane
Roxboro, NC 27574
OR

Pay Via Secure PayPal Checkout at <http://colonialrottclub.org/2016-catalog-ads-paypal/>

****Catalog advertising is open to all members and non-members of ARC and/or CRC. However, all advertising for Stud Dogs, Brood Bitches or Litters must conform to the ARC Mandatory Practices (see www.amrottclub.org). Kennels and individual dogs/bitches may still be advertised as "Home of," "Presenting," "Congratulations on latest title," etc. as long as there is no specific mention of breeding (puppies, stud/semen available, etc.) unless conforming to the ARC Mandatory Practices.**