

## QUARTERLY PUBLICATION DATES & DEADLINES

Newsletter	Pub Date	Deadline
1 <sup>st</sup> Quarter	March	Feb 15
2 <sup>nd</sup> Quarter	July <small>(Specialty issue)</small>	June 15
3 <sup>rd</sup> Quarter	Sept	Aug 15
4 <sup>th</sup> Quarter	Dec	Nov 15

## ADVERTISING RATES

**Front cover** (includes inside front cover) ..... **\$170**

*Always color, front cover size: 7.5"x 8.75" inside front cover size: 7.5"x10"*

**Back cover** (includes inside back cover) ..... **\$160**

*Always color, both pages: 7.5"x10"*

**Full page color** ..... **\$120**

**Full page black & white** ..... **\$60**

*Full page size: 7.5"x10"*

**Half page color** ..... **\$60**

**Half page black & white** ..... **\$40**

*Half page size horizontal: 7.5"x5" or vertical: 3.75"x10"*

**Quarter page color** ..... **\$30**

**Quarter page black & white** ..... **\$20**

*Quarter page size is 3.75"x5"*

**Specialty issue quarter page** ..... **\$20**

*Photo, dog and owner's names & win*

**Member brags** ..... **Free**

**Litter listings, older pups/adults** ..... **Free**

**Commercial ads** ..... **Contact Editor**

## CAMERA READY AD SPECS

All ads must be 300dpi and are preferred in CMYK. JPGs and flattened PDF's are accepted (*please embed fonts in pdfs*).

All full page "camera ready" ads must have a 7.5" x 10" image area, no bleed or trim. The front cover has an image area of 7.5" x 8.75" also with no bleed or trim. E-mail **Kristi Kerr**, [kristi\\_kerr@outlook.com](mailto:kristi_kerr@outlook.com) with questions on ad formats.

If you cannot supply a camera ready ad, your ad can be set up free of charge by the editor. Contact Norma with the copy and photo(s) for your ad.

Payment must accompany your ad. You may pay by check made out to CRC, by money order or via paypal through the CRC website [www.colonialrottclub.org](http://www.colonialrottclub.org)

## NEWSLETTER VOLUNTEER STAFF:

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## CRC NEWSLETTER ADVERTISING POLICIES

The opinions expressed by the contributors to this newsletter may not represent the official opinion of the Colonial Rottweiler Club. For updated news and information, visit the Colonial Rottweiler Club website: [www.colonialrottclub.org](http://www.colonialrottclub.org). Articles in this newsletter may be reprinted provided credit is given to the author and also to the Newsletter. The newsletter is distributed free to all members. Individual subscriptions are available to non-members at \$30/year. Back issues and extra copies are \$5 each to members/subscribers, otherwise issues are \$6 each. Order from the editor.

- The front and back covers are available on a first come first served basis. The covers for the July issue are reserved for the Specialty Winners and are printed at the club's expense as a news item.
- Litter listings and listings for older dogs and puppies will be accepted from CRC members only. Each CRC member will be allowed two free litter listings per calendar year. A \$5.00 fee will be charged for additional listings. Litter listings, and all advertisements must include hip evaluation number (OFA, Penn Hip or foreign registry).
- CRC members may advertise accomplishments of dogs bred by them, but not necessarily owned by them. The name of the owner may be listed but not his address or phone number unless he too is a CRC member.
- CRC members may advertise stud dogs and brood bitches, expected litters and/or accomplishments of dogs directly owned or co-owned by them. The name of the co-owner and or the handler may be listed but not his address or phone number unless he too is a CRC member.
- No unsigned letters will be printed in the newsletter. Letters from CRC members will be printed at the discretion of the Board.
- CRC will not accept advertising that is a statement for or against any controversial topic. (e.g. docked vs. undocked tails). This does not include member's letters to the Editor or statements of the Club's position on behalf of the members to any other organization (e.g. Parent Club, AVMA). The Newsletter Editor shall forward to the CRC Board for approval/rejection any ad that does not appear to adhere to this requirement.
- CRC will not accept advertising that does not include the identity of the individual(s) (member or non-member), or company purchasing the advertisement. Generic group names will not be accepted.
- All advertisements concerning Rottweiler and educational activities from other clubs shall be included free of charge Contact the editor for more information.
- **PLEASE NOTE:** Photos taken off the internet will rarely print well. A photo will NOT print better than it appears on your computer screen, but it may print worse. Colors may also vary between computer screens and print. Please scan photos at the highest quality possible. If a photo's quality is too poor it may be rejected.