

QUARTERLY PUBLICATION DATES & DEADLINES

Newsletter	Deadline	Publication
1 st Quarter	Feb 15	April
2 nd Quarter	May 15	July
*3 rd Quarter	July 15	Sept
4 th Quarter	Sept 15	Dec
*3rd Quarter is the Specialty Issue		

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 size: 7.5"x10"

Half page color **\$60**
Half page size horizontal: 7.5"x5" or vertical: 3.75"x10"

Quarter page color **\$30**
Quarter page size is 3.75"x5"

Specialty issue quarter page **\$20**
Photo, dog and owner's names & win

Member brags **Free**

Member 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 **Liz Wertz (liz@vonwertz.com)** with questions on ad formats.

If you cannot supply a camera ready ad, a simple ad can be set up free of charge by the editor. Contact Editor with the copy and photo(s) for your ad. If you prefer a more extravagant ad, arrangements can be made with a graphic designer to create an ad to your specifics at an additional charge.

Payment must accompany your ad. You may pay by check or money order made out to CRC and send to:

Treasurer, Jodi LaBombard
5580 Burgess Falls Rd
Sparta, TN 38583

Alternatively, you can pay via PayPal by visiting <http://colonialrottclub.org/nladvertising/>

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.

Articles in this newsletter may only be reprinted with the explicit consent of each individual author/source. The newsletter is distributed free to all members. Individual subscriptions are available to non-members at \$30/year.

The front and back covers are available on a first come first served basis. ***The covers for the 3rd Quarter issue are reserved for the Specialty Winners and are printed at the club's expense** as a news item. Paid ads are also accepted for the Specialty Issue.

- 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 once free of charge. Contact the editor for more information.
- Please note that photos taken off the Internet will rarely print well. **A photo will NOT print better than it appears on your computer screen, but most likely will print worse**
- Colors may also vary between computer screens and print. Please scan photos at the highest quality/resolution possible. If a photo's quality is too poor it may be rejected.