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# 2017 AWC WHIPPET NEWS ANNUAL

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## ADVERTISING REQUIREMENTS

ALL SUBMISSIONS WILL BE ELECTRONIC

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### NON-CAMERA READY ADS

SUBMIT THE FOLLOWING INFORMATION FOR COMMITTEE TO DESIGN YOUR AD

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#### NO DESIGNER? NO PROBLEM!

Your 2017 AWC Whippet News Committee will design your ad for you for a \$40 design and set up fee (includes one proof and revision). Please use the following guidelines to submit your ad information:

#### TEXT

Typically ads include the following information:

- Dog's Registered and Call Name
- Sire and Dam,
- Body Copy
- Breeder and Owner Information
- Contact Information

#### STUD DOG additional information

Frozen or Live, 3 generation pedigree, health clearances, dog's color if ad is black and white, special wins or special qualities.

#### PHOTOS

**All photos must be submitted at 300 DPI**

If submitting multiple files, indicate how you would like the photos laid out on the page

#### CANDIDS

We love candid photos! Feel free to send us your favorite high resolution photos for the Annual.

#### INDEPENDENT WHIPPET CLUBS

Regional clubs may submit one of each of the following to be included free of charge:

- B&W Camera Ready REPORT on 2017 Activities
- B&W Camera Ready SPECIALTY results + BOB Photo

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### PAYMENT INFORMATION & COVERS

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All ads must be paid in U.S. funds. The two options are:

Check: payable to Whippet Annual and mailed to the following address: Mallory Ballard

2167 High Pines Road  
Rock Hill, SC 29732

Or PayPal at: <http://americanwhippetclub.net/awc-publications/whippet-news-annual>

\*The cover advertisements are reserved on a first-come first-serve basis. Inquire to see if there is a cover available or to request a spot on the waiting list. List includes front cover, back cover, inside front cover, inside back cover.

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#### Ad Rates:

Color, one page.....	\$300
Color, two page spread.....	\$550
Color, four page spread .....	\$900
Two Color + 2 B/W .....	\$700
One Color + 2 B/W .....	\$500
Black & White, one page.....	\$110
Black & White, two page spread .....	\$210
Stud Dog, ½ page Color.....	\$150
Stud Dog ½ page Black & White .....	\$55
*Front Cover.....	\$700
*Back Cover .....	\$600
* Inside Front Cover .....	\$500
* Inside Back Cover.	\$400

Non-camera ready ad, additional \$40 per page, with a limit of one revision by advertisers.

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### CONTACT INFORMATION & SUBMITTING YOUR AD

Correspondence should be sent to LAURA BARATTA at [WN-ANNUAL@STORMHOLDWHIPPETS.COM](mailto:WN-ANNUAL@STORMHOLDWHIPPETS.COM)

**DEADLINE DATES: January 31, 2018** for Payment, Non-Camera Ready Art and Camera Ready Art

# CAMERA READY ADS

IF YOU ARE DESIGNING YOUR AD OR HIRING A DESIGNER, USE THE FOLLOWING CRITERIA  
IF YOU DO NOT UNDERSTAND THIS PAGE - THEN LET US DESIGN YOUR AD FOR YOU - SEE OPPOSITE PAGE

## SUBMISSION SPECIFICATIONS:

- Color: CMYK
- B&W: Grayscale
- Image and Ad Resolution: 300 DPI
- All Image Files used
- Font Files used

## SUPPORTED SOFTWARE

Adobe InDesign, Photoshop or Illustrator. MUST submit these files with all image (links) and fonts

## HIGH RES PDF FILES

- PDFs are accepted and must be output with the following:
  - High Resolution (Press Quality)
  - Fonts must be embedded

## FONTS

Open Type or True Type font collections

## NAMING YOUR FILES

Must include:

- Advertiser's Name
- Page Number

Left or Right (ONLY for 2 or more pages submitted; single page submissions will not have an option)

Examples: Smith\_p1\_left.pdf // Smith\_p2\_right.pdf

## SIZE REQUIREMENTS

FINAL TRIM SIZE: .....8.5" x 11"

BLEED SIZE .....+0.125"

FINAL DOC SIZE: .....8.75" x 11.25"

INCLUDE AT LEAST .5" MARGIN ON ALL SIDES

# ALL SUBMISSIONS WILL BE ELECTRONIC

Email to WN-Annual@stormholdwhippets.com

