

SHOW OFF YOUR DOGS IN THE AWC NEWS ANNUAL!

Place an ad for conformation, performance, stud dog, memorial or just for fun.
Our dogs are much too pretty to not share with the world.

ADVERTISING REQUIREMENTS

ALL SUBMISSIONS WILL BE ELECTRONIC

NON-CAMERA READY ADS

NO DESIGNER? NO PROBLEM!

Submit the following information to the AWC Whippet News Annual Committee to design your ad and we will design your ad for you for a \$40 design and set up fee per page (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 needed:

- 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 in high resolution, preferably at 300 DPI. Cell phone photos do not reproduce well in professional printing. 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 **free** of charge:

- B&W Camera Ready REPORT on 2021 Activities
- B&W Camera Ready SPECIALTY results + BOB Photo

CAMERA READY ADS

If you are designing your ad or hiring a designer, use the following specifications below and on the following page. These specifications are exact and any ads not meeting the requirements will be returned in a timely manner to correct. If you do not understand these specifications, please consider allowing the committee to design your ad for you.

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.
Files **MUST** be submitted with all image (links) and fonts included.

FILE TYPES ACCEPTED

- JPG, Flattened TIF, Flattened PSD
- PDFs must be exported as follows:
 - Press Quality
 - Fonts must be embedded
 - Bleed
- MS Word Docs - Fonts must be embedded

FONTS

Open Type or True Type font collections

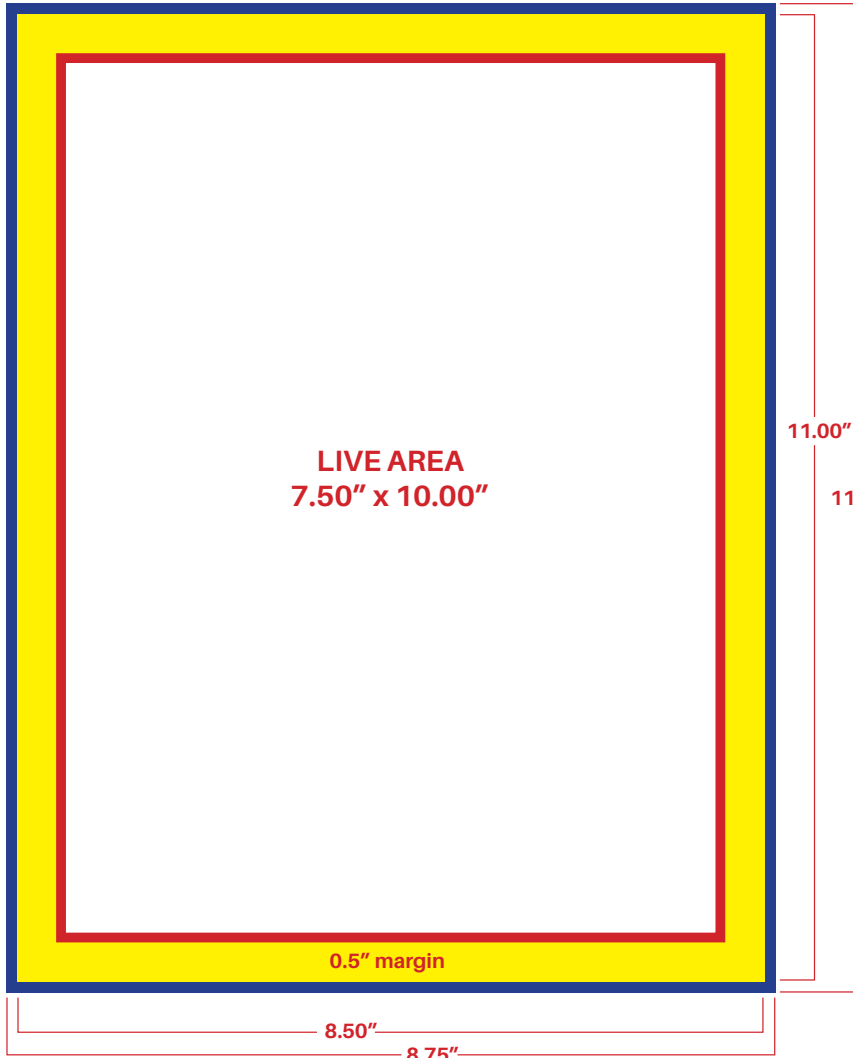
NAMING YOUR FILES

- 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)
- Example: Smith_p1_left.pdf // Smith_p2_right.pdf**

CONTACT INFORMATION & SUBMITTING YOUR AD

Correspondence and ads should be sent to Laura Baratta at WN-Annual@stormholdwhippets.com

DEADLINE DATES: January 31, 2022 for Payment, Non-Camera Ready Art and Camera Ready Art



SIZE REQUIREMENTS

Trim Size.....8.5" x 11"
 Bleed Size.....+0.125"
 Final Doc Size.....8.75" x 11.25"

Trim Size: The actual size your ad will appear in the Annual.

Bleed Size: If you are designing your ad with full bleed (your ad runs to the edge of all 4 sides) please be sure your design extends +0.125" outside of the final trim size.

Final Doc Size: This is the size your ad should be for submission.

Live Area: All text and anything of importance should be confined within the live area.

2021WNAAdvInfo.pdf template is available online at:
<http://americanwhippetclub.net/awc-publications/whippet-news-annual>

Preformatted InDesign and Photoshop templates are available on request.

AD RATES & COVERS:

- 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, 1/2 page Color.....\$150
- Stud Dog, 1/2 page Black & White.....\$55
- * Front Cover.....\$700
- * Back Cover.....\$600
- * Inside Front Cover.....\$500
- * Inside Back Cover.....\$400

Non-camera ready ad design by the Annual committee, additional \$40 per page with a limit of one revision by the advertiser.

* Covers (inside & outside) 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.

PAYMENT INFORMATION

All ads must be paid in U.S. funds.

The two payment options are:

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

Mallory Ballard
2167 High Pines Road
Rock Hill, SC 29732

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

Email all ads to Laura Baratta at
WN-Annual@stormholdwhippets.com

LIVE AREA
7.50" x 10.00"

The diagram features a central white rectangle representing the live area, enclosed by a thick red border. This red border is set within a yellow background, which is itself surrounded by a blue border. Three horizontal double-headed arrows are positioned to the left and right of the text labels, indicating the width of each specified area: the live area, the final trim size, and the final document size.

Final Trim Size
8.5" x 11"

Bleed Size
+0.125"

Final Doc Size
8.75" x 11.25"

0.5" margin

STUD DOG AD
NO BLEED OFFERED!
AD MUST BE 7.5" x 4.75"

ALL STUD DOG ADS WILL PRINT ON A PAGE WITH A 1/2" WHITE BORDER.

AD AREA
7.50" x 4.75"

Final Doc Size
8.50" x 5.5"

