

PWC Newsletter Advertisers' Instructions

Send all advertising to:

Carolann Van Wyen
440 Schoolhouse Rd.
New Providence, PA 17560
Phone: 717-538-1139
cvanwyen@comcast.net

Required Information:

Advertisers' name(s), kennel name(s) and credit(s) for all photographs/artwork are required. The required information must be included with all methods of submission. Also indicate if your ad is to be color or B/W.

Methods of Submission:

CD's, hardcopy photos, and copy may be mailed or shipped to the Advertising Editor or files may be submitted as e-mail attachments. For ad copy submitted by mail, if possible, also please send copy by e-mail or e-mail attachment as well. The PWCPA *Newsletter* Advertising Order form may be downloaded at <http://pembrokecorgi.org/FMO.html> using the "Members Only" link. You may find it helpful, but it is not required.

Large files may be submitted to the *Newsletter* FTP site. Contact the Ad Editor for information.

Ad Specifications

Photographs & Artwork In order to produce a quality publication, it is important to provide original photographs and artwork. Copies of photos (including some scanned photos) may look good to the human eye or on your computer screen, but will not result in a quality printed image in the *Newsletter*. Digital photographs and artwork should be 300 dpi at the size or larger than the size that you wish to use them. Artwork may need to be scanned at 600 dpi. PDF, TIF, or JPG formats are preferred. Poor-quality copies and low-resolution digital images may be rejected. If you have any questions regarding the quality of your photograph or digital image, please contact the Advertising Editor. You should submit digital photographs and artwork as separate files. Embedding them in a Word file is fine for showing the desired layout, but you still need to submit the image files separately. Scanning your photographs to illustrate placement in your advertisements is optional.

Include your name and address, and each dog's name on the back of all photographs. Indicate placement on the page when there is more than one photograph per page. You may find it helpful to write on a label and then affix

Early Bird Deadlines¹:

To qualify for Early Bird Coupons worth \$15 per page, ad(s) must be received by the Advertising Editor in their entirety by the deadline (including payment).

Early Bird Deadlines¹

Winter 2011 Issue	Oct 19
Spring 2012 Issue	Jan 10
Summer 2012 Issue	April 10
Fall 2012 Issue	July 10

Regular Deadlines¹

Winter 2011 Issue	Oct 29
Spring 2012 Issue	Jan 20
Summer 2012 Issue	April 20
Fall 2012 Issue	July 20

¹ Deadlines that fall on postal holidays will be automatically extended to the next regular USPS delivery date.

² Editor's invitation only

³ Contact Advertising Editor prior to Early Bird Deadline to reserve for current and future issues

⁴ First submission

Ad Rates:

	B/W	Color
Half Page	\$45	NA
Full Page	\$85	\$225
Cover ²	\$250	\$400
Back Cover ³	\$200	\$320
Inside Front or Inside Back Covers ³	\$125	\$250

Above rates include 1 photo per ad and also apply to all camera-ready ad pages

Layout of additional photos or artwork - each⁴ \$10

Checks should be payable to PWCPA. The PayPal address is pwcpubcor@aol.com. **(Add 3% of the total due for the PayPal fee – Questions – Contact Advertising Ed.)**

Typical Delivery Times

Delivery times for USPS First Class mail may be up to 7 days. USPS Flat Rate Priority delivery is 2-3 days. PLEASE WAIVE SIGNATURES FOR ALL EXPRESS DELIVERIES.

that to the back of the photograph, as bearing down to write on the back of photographs may ruin them.

Photo Credits Include a photo credit in the actual advertising copy for each picture. The Board of Directors of the Pembroke Welsh Corgi Publications of America will not allow inclusion of pictures in the *Newsletter* without proper photo credit.

Package your photographs carefully with firm backing. Label packages clearly with "Photo – Do not bend."

Photographs and artwork will be returned. No photos will be returned to anyone other than the advertiser. However, neither the *Newsletter* staff nor the publisher is responsible for lost materials. Every attempt will be made to return materials in good order.

Margins The standard advertising space for a page is 7.5" x 9.5". Full bleeds require an additional quarter-inch outside the actual 8.5" x 11" page size (i.e., 9" x 11.5"), but the "safe" area for critical type and artwork is still 7.5" x 9.5". Any critical type and artwork closer to the 8.5" x 11" page size may be cropped off in production.

Fonts Limiting your ad to one or two fonts will result in a more professional appearance. Please include the name of the font with your ad. Font substitution may occur, but every effort will be made to substitute a comparable font.

Questions Contact the Advertising Editor, Sue Vahaly, with any questions regarding the layout of your advertisement. Every effort will be made to assist you to assure your ad is of high quality. Your support of the PWC *Newsletter* is appreciated.

Advertiser Policy

Advertisements must come directly from members in good standing of the PWCCA and may only concern Pembroke Welsh Corgis that are owned, co-owned, or bred by that member, or who are get from a sire or dam owned by that member. Ads containing references to non-member co-owners or co-breeders may include only the non-member's name. No part of the address, phone number, or kennel names of non-members can be listed.