

**Northern California French Bulldog Club
2010 Advertising Contract**



All ad orders must have club approval.
Please proofread your work carefully.

| Actual Size Of Ad | Width / Inches | Length / Inches |
|-------------------|----------------|-----------------|
| Full Page | 4 w | 7 h |
| Half Page | 4 w | 3 h |

There is a 1/2 inch margin on all four sides that is not part of the ad size so please allow for that.

Please have all ads **camera ready**, and designed to fit the above dimensions. All photos in the catalog will be grayscale/black and white so please submit accordingly. If submitting electronically please send to:
Susan Bunyard at sbunyard@comcast.net or
Marsha Wilson at whoopib@yahoo.com.

Any necessary adjustments to your ad may change it's appearance. If your ad is not suitable for printing you will be contacted about any changes. Please check your ad carefully before submitting it.

Ads submitted on disk or through email should meet the following specifications:

- All files must be in High Rez PDF format, or JPG or Tiff
- Items that are in color must be converted to grayscale before being submitted.
- Please have your ad within the size mentioned above.
- Please include a printout of your ad so we can be sure all of the information has transferred into our systems.
- Conversion of materials for our use is the responsibility of the advertiser, not NCFBC
- Proofread carefully.

Advertisers Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-Mail: _____

Submit All Camera Ready Ads To:
Sandra Martinez, Advertising Chairman
P.O. Box 1990
Penryn CA 95663
Phone: (916) 218.2545
Email: Brumarsbulldogs@aol.com

Or

Susan Bunyard
2500 Oakvale Drive
Shingle Springs CA 95682
Phone: (530) 677.1975
Email: sbunyard@comcast.net

Catalog Ad Deadline: May 1st, 2010
Show Date: May 20th, 2010

Advertising Rates for 2010

| | |
|--------------------------|----------|
| Outside Back Cover Color | \$125.00 |
| Inside Front Cover Color | \$100.00 |
| Inside Back Cover Color | \$100.00 |

Inside Page Rates

| | |
|--------------------------------------|---------|
| Full Page Color (includes 1 photo) | \$75.00 |
| Full Page Blk/Wht (includes 1 photo) | \$45.00 |
| Half Page Color (no photo) | \$55.00 |
| Half Page Blk/Wht (no photo) | \$25.00 |
| Business Card Blk/Wht | \$25.00 |
| Extra Photo Per Page | \$9.00 |

(Circle Ad That Applies)

Free Catalog with Full Page Ad

TOTAL ENCLOSED \$ _____

Checks should be made out to: NCFBC

You can also pay online through www.ncfbc.com with paypal.

Please Contact One of the Advertising Chairs
for Cover and Space Availability

Suggestions and Guidelines

- Type in upper and lower case to avoid errors.
- Avoid fonts that are typically difficult to read.
- Poor quality artwork or photos won't make a good copy ad.
- Reproduction of pictures from magazines, show catalogs, telephone books, etc. can result in poor quality ads.
- If submitting a show photo or other media that requires the photo to be cropped to the dog only for placement into the camera-ready ad this MUST be clearly stated. A "finished" copy of the ad should be provided for guidance.
- **Label all photos and artwork with the advertiser's name and address. Write on label to put on back of photos. DO NOT write directly on the photo.**
- For best results, send black & white or color photographs via email or mail.
- **Copyrighted material requires written permission to use from the publisher, author and photographer.** Advertiser is responsible for securing necessary permission from the above before submitting to the Catalog Advertiser Chair for publication.
- Please include a self addressed and stamped mailing container for any material you would like returned to you.