

# Catalog Advertising

Dear Vizsla Friends,

It's time to plan your advertising for the 2009 National Gun Dog Championship Catalog. The Catalog gives you an excellent opportunity to promote your Vizslas and to show off their accomplishments

## Requirements for Advertising Your Vizslas:

- Vizslas two years and older (as of December 1, 2008): OFA Numbers
- Vizslas younger than two years: Sire & Dam OFA Numbers

## Advertising Requirements:

### SUBMISSION OF AD COPY & PHOTO

- Payment is required with order.
- **DEADLINE:** For ads that need set up - March 10th ~ For camera ready ads March 20<sup>th</sup>
- Please mark any Priority mail or Courier mail "Signature not required"!
- Send this completed form, with either original photo(s) and text, photo ready ad copy by email or on CD and include check/money order made payable to the VCA in U.S. funds to:

Martha Lacko 810-272-7294  
2180 Mott Road,  
North Branch, MI 48461 [martha.lacko@gmail.com](mailto:martha.lacko@gmail.com)

Instruction for ad submission: We accept photo ready ads in PDF, TIFF, EPS & JPG in at least 300 DPI resolution or higher. Please make sure your ads are sized properly. You can email your ad, if it is under 3Mb, or email individual pictures and text if they are under that size. Any ads or pictures over 3MB have to be sent on CD by mail. Please contact Martha at [martha.lacko@gmail.com](mailto:martha.lacko@gmail.com) if you need any clarifications.

Advertising Costs: These prices are for photo ready ads

Full page Grayscale ad 4 ¼" X 7 ¼"	\$25.00
Half page Grayscale ad 4 ¼" X 3 ⅜"	\$15.00
Full page Color ad 4 ¼" X 7 ¼"	\$40.00
Inside Cover or First inside page (In Color Only), add \$15.00	\$55.00

\*Please check with Martha Lacko for availability and to reserve.

(We will make every effort to return photos, but cannot guarantee that photos will be returned.)

## Set up Charges:

All ads which require creation and layout will be billed at \$25.00 per ad. If you email a picture and text you can expect to be charged a minimum of \$25.00 to layout and create your ad. If you snail mail a photo and text you can expect to be charged a minimum of \$50.00 to layout and create your ad. Proof of ads will be sent via email for approval prior to insertion in the catalog. If you have any questions as to what you might expect to pay for creation and layout of your ad please feel free to contact me at Martha Lacko ~ 248-505-1709 ~ [martha@toldin.com](mailto:martha@toldin.com)

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Please check the type of ad you are ordering:

Half Page Grayscale _____	Full Page Grayscale _____	Full Page Color _____	\$ _____
Inside Cover (front or back) _____	Inside First Page _____		\$ _____
I am adding \$25 for set up charge _____			\$ _____
	<b>Total</b>		\$ _____