

ACKCSC 2008 Annual Advertising Guidelines

The finished size of the 2007 Annual will be 8.5 x 5.5. There are two options for submitting advertising. Camera ready art, or our professional designer can design your ad. We can bleed background ink colors on the page. If you have any questions please contact Amy Leigh Martin at: amartin1087@nc.rr.com or 919-787-2994, EST zone.

E-mail Subject Line: your kennel name /ACKCSC 08 Ad.

Option 1—Camera Ready Art

Camera Ready Art: advertising that has been designed and produced by a professional graphic artist, or yourself, using a graphics software package. These are the criteria needed for submitting camera ready advertising:

- Files in the following formats only: high resolution PDF or TIFF format.
- All files and images must be CMYK and 300 DPI.
- Make sure to include all fonts used in your ad.
- Allow for ¼” bleed at page edges.
- Submitter bears responsibility for proofing before submitting.

Option 2—We design your Ad

To design your Ad we will need the text, font, and/or any photos & art you wish to appear in your ad. These are the criteria needed for submitting information for us to design your ad:

Text

- **Text must be typed and not handwritten.**
- Submit text & type font electronically in a “.doc” attachment. Do not submit text in the body of an e-mail.
- Instructions can be noted in the “.doc”. (*please use italics, color, and parenthesis or a separate instruction sheet*)
- **Please proofread your text. Make sure that there are no typos and all names are listed and spelled correctly.**
- We will submit a proof for you to review for minor corrections.

Photos

• Hard copy of photos to scan must be clearly marked with your name, phone number and kennel name/dogs full name on the back of the photo. Use only a permanent marker on the back of your photo. Cover your writing with piece of clear tape when using an ink pen. Do not crop the photo yourself. Please leave that to the designer. You can also include instructions if there is a cropping issue we need to be aware of.

• Photos that are in an electronic format it must be scanned to the actual size to be used in the ad or larger at 300 DPI as a TIFF or JPG. Photos submitted that are less than 300 DPI will not print correctly so please do not submit them.

You may submit electronic files up to 10MB via email directly to the Editor. Please compress large files using zip or stuffit. All other electronic files need to be submitted on a CD only.

Where to Send Your Advertising Information

E-mail

• Camera ready art or photos and text that are less than 10MB can be e-mailed directly to the editor at amartin1087@nc.rr.com. Please give your full name and phone # in the body of your e-mail in case there are questions. Please note: payments for Ads and this form still need to be sent to Amy Leigh Martin, Editor ACKCSC Annual at 7012 Mead Lane, Raleigh, NC 27613. Payments for ads submitted through e-mail must still be postmarked according to due dates on the 1st page of this form. Ads submitted through email will not be produced until payment is received. **Subject line of all e-mail will contain: (Kennel Name/Dog name ACKCSC 08 Ad)** Please advise 3rd party senders of this requirement.

Snail Mail

• Submit a CD with your text and photo, or a hard copy of your photo and printed text, and any directional notes, along with this form and payment to Amy Leigh Martin, Editor ACKCSC Annual at 7012 Mead Lane, Raleigh, NC 27613. Do not send mail that requires a signature.

Please mark one box: I am submitting a hard copy of photos and text via regular mail.

I am submitting camera ready art via email. I am submitting camera ready art via regular mail on a CD.

I am submitting photos and text via email. I am submitting photos and text via regular mail on a CD.