

**' 07 Specialty Catalog Advertising  
Deadline Feb 28th, 2007**

During the course of the Specialty events, the ABTC Specialty Catalog easily becomes the best read publication of the year! Don't miss your opportunity to include your dog(s).

<u>Rates</u>	<u>Owner/Breeder</u>	<u>Commercial</u>
Full Page (4 x7)	\$60.00	\$100.00
Half Page (4 x 3)	\$35.00	\$75.00
Two Page Spread/2 photos	\$110.00	

All rates include one photo. Additional photos \$15.00.

Ad submission requirements are:

- As an official ABTC publication, ad guidelines concerning OFA and CERF information must be followed.
- Maximum image area is 27 picas x 44 picas (4 1/4 x just under 7 1/4). Photos 300 dpi ads flattened.
- Ads need to be done to size - ads **can not** be sent as 8.5x11 ad
  - Full page is 4.5" x 7.5"
  - Half 4.5" x 3.75"
  - Quarter 4.5" x 1.875"
- It is preferred that the original photo be submitted with the ad. If you choose to submit a scanned photo, it must be 300 dpi/inch, 150 lines/inch, grayscale, cropped and sized and saved as a .jpg file. Please put name and address on the back of any photo mails.
- Please state if ad is "camera ready" since these ads must be of the proper proportion and correct size. Remember, the quality of the printing will be dependent on the quality of the original provided.
- Ads may be submitted electronically. Send text information as a .doc file, an .rtf file or a .PDF file with hi-res settings of 1200-1200-300. Photos are to be in a .jpg file separate from text.
- Ads on disc that are detailed are accepted but still need hard copy.
- I will try to group ads for those of you who want them together. Please note when you send them in or, if possible, please send them together.
- Signature **MUST** be waived if you send your ad Express, Priority, or FedEx or any other method that might require a signature.
- If you have any questions, please contact Cathy Laux [dawgfish@alaska.net](mailto:dawgfish@alaska.net)

Send all catalog advertisements with checks (US funds) payable to **ABTC-2007** to:

Cathy Laux  
PO Box 2343  
Soldotna, AK 99669  
907-262-4498