

# 2012 AWC Whippet News ANNUAL

The time is near to gather your ads, candid, stories and all things "whippet-y" for the 2012 Annual!

PULLEEZE follow the instructions below to submit your completed camera-ready ad(s) – OR – provide us with text and photos and we will gladly design it for you at no extra charge. Any questions, just contact the WNAnnual Editor!

Fees still at the lowered rates set last year!

## AD RATES:

Inside Front Cover Available ..... **contact Editor**  
Full Page Ad - Black & White ..... \$ 125.00  
Full Page Ad - Color ..... \$ 350.00  
Half Page Ad - B&W ..... \$ 90.00

## Pedigree Section Page:

This formatted section includes photo of dog, dog's name, color, sex, height, call name, date whelped and **FOUR** generation pedigree, owner's name, address, phone, email and web and breeder's name. You may also note if your dog has been checked clear for CERF, BAER and/or HEART anomalies. Be sure to include all necessary information!

Send legible pedigrees! (one dog per page) ..... \$ 70.00

## Kennel Listing:

Includes kennel name, your name, mailing address, phone number, email / web address.

If accompanying other advertising ..... \$ 5.00

Kennel Listing only ..... \$ 10.00

## NON-CAMERA READY ADS – PLEASE READ!

We will gladly set up your ads for you ad NO extra charge, but please help us by reading and following these guidelines for submitting ads:

**Your Words:** Type your ad text or print it very clearly (so someone besides you can read it) on a layout page. You can include your text in the body of an email or as a Word doc attachment. Keep in mind that short is sweet.

**Your Photographs:** Mail high quality, original color photographs. Do NOT send color photocopies or injet prints! Do not cut your photos. If you are emailing digital images for your ad (or sending on a cd), the image resolution should be **300 dpi at the final size the image will be used in the ad.** If you don't understand what this means, contact the WNAnnual editor for clarification.

Indicate special cropping of your photo(s) using a paper overlay or just specify what you want, like "dog only" or "dog and handler only". Do NOT put "post-its" on the front of your photos. DO NOT CUT YOUR PHOTOS!

Mark the back of each photo with a gummed label, including your name and address and the dog's name. Do NOT write on the back of your photos with anything. If you are including

several photos, number them and put corresponding numbers on the layout sheet.

## TO ALL CONCERNED:

**Ad Placement:** DON'T EVEN ASK ME FOR A LEFT OR RIGHT PAGE PLACEMENT. This idea has gotten out of control. I won't promise anything, so set your ads up to work on either side.

Advertisers who wish to be placed together (or apart) should clearly indicate, *BY ADVERTISER NAME* (not by kennel name or dog's name), who they wish to be with and in what order the ads should be placed when sending advertising or payment for ads. Every effort will be made to accommodate these requests.

**Your Stuff:** All submitted materials (photos, cds, etc) will be returned with the advertiser copy of the WNAnnual. Be sure to put your name and mailing address on all photos and cds (including candid), so they may be returned to you.

**Your Contact Info:** Be sure to include all of your contact info with your submission and the best times to reach you in case there are questions about your ad submission.

**INDEPENDENT WHIPPET CLUBS:** Regional whippet clubs are invited to send a one-page report on their 2012 activities to be included in the Annual *FOR FREE*. (additional pages may be included at regular ad rates) Send your black and white page, typed or camera-ready, and submitted by January 15, 2013. Don't be left out! **CLUBS** may also send a one-page summary of their Independent Specialty results, including a BOB photo.

**Candid:** Candid! Candid!! Candid!!! We love 'em! Don't forget to send your favorite candid of your whippets doing their favorite things. Chose the best of your best and at the highest resolution you have available.

**Submitting Your Ads:** All ads must be paid in U.S. funds, either by check (payable to "Whippet Annual" and mailed to the WNA Editor at the address below) or via PayPal or credit card at <http://www.americanwhippetclub.net/awcpages/advertising.htm>

**Note:** All covers are reserved on a first-come basis / contact the WNA editor by email or phone for availability.

**Note2:** You do NOT have to be a member of the AWC to advertise in the AWC Whippet News Annual.

**DEADLINE for Advertising and Payment:**  
**JANUARY 15, 2013**

Wendy Clark, Editor  
5088 Breckenhurst Drive, Hilliard, OH 43026 USA  
[dunberry@sbcglobal.net](mailto:dunberry@sbcglobal.net) / 614.777.0124

# 2012 AWC Whippet News ANNUAL

If you are sending CAMERA READY ADS, please read the information and specifications below.  
If you are having a graphic designer do the ad for you, be sure he/she has this information.

## CAMERA READY ADS:

**Software supported:** Adobe InDesign, Adobe Photoshop, Adobe Illustrator, QuarkXpress and Corel Draw.

Please include a PDF proof along with all fonts and images. Color files must be in CMYK.

**PDF Files:** PDFs are acceptable as camera-ready art, but they must be save as **high resolution PDFs ("press quality") with fonts embedded**. If in color, they must be save as **CMYK**. Photos included must be 300 dpi.

**Fonts:** Fonts must be **Type 1 or OpenType** fonts. Send the fonts even if they are embedded.

**Black and white ads:** must be submitted in **grayscale**, whether they are hard copy or digital files.

**Color ads:** must be submitted in **CMYK**.

**Include proof:** Send a hard copy, JPG, or PDF proof of your camera ready ad, so we know what it's supposed to look like.

**WNAnnual Final Trim Size:** 8.5" x 11"

**MARGINS:** Margins of 0.5" (1/2 inch) should be allowed on all sides of the page for anything deemed important (text, dog

parts, etc). I would recommend allowing 0.75" (3/4 inch) on the bound edge for anything you don't want lost in the binding.

**Bleeds:** must be +0.125 (1/8 inch) on all sides (page size: 8.75" x 11.25"), however, original margin requirements still apply (see above).

**Label all electronic files:** with the **Advertiser's Name** (not kennel name), **the page number and position**. For example: "Smith p1L.pdf", "Smith p2R.pdf". If a file contains more than one page, be sure to specify whether the ads begin on a LEFT or RIGHT side page.

Pedigree Section pages cannot be submitted as camera ready

**Don't hesitate to contact me if you have questions!** ~w.

**DEADLINE for PAYMENT: JANUARY 15, 2013**

**DEADLINE to SUBMIT CAMERA READY ART:**  
**JANUARY 31, 2013**

Wendy Clark, Editor  
5088 Breckenhurst Drive, Hilliard, OH 43026 USA  
[dunberry@sbcglobal.net](mailto:dunberry@sbcglobal.net) / 614.777.0124

