

MONTGOMERY 2023

CATALOG ADVERTISING GUIDELINES for Montgomery County, ATCA Obedience/Rally Trial,

DEADLINE: August 15, 2023

Montgomery County Kennel Club - Sun., Oct. 8

ATCA National Specialty and Sweepstakes

ADVERTISING RATES

Full Page — \$70 (\$80 after Aug. 15)

Each Additional Page — \$50 (\$60 after Aug. 15)

(must be from the same advertiser and submitted at the same time)

Half Page — \$40 (\$50 after Aug. 15)

Each Photo or image — \$10 per use

(price applies even if same photo or image is used more than once in the layout)

2-Line Booster ad — \$20 (\$30 after Aug. 15)

TO PLACE your advertising order, please complete the appropriate form on the facing page and send it with your typed or clearly printed advertising copy, photos/images and layout information or your pre-composed, camera ready ad to the person specified on the form. All orders **must** be accompanied by payment — a personal check payable to ATCA or a PayPal receipt of payment made to atcatreasurer@yahoo.com. (Please use the PayPal message box to indicate you are paying for catalog advertising. Add 5% to the total for using this method of payment.)

The deadline for all materials to be received is August 15. If your materials will arrive after that date, please remit the higher rate indicated above. **The absolute deadline for all advertising material is August 23.** No ads will be accepted after that date.

For best results, send original photographs; the quality of any other photos cannot be guaranteed, and you may be disappointed with the results. If you do not want to use the entire photo, please note your cropping instructions; otherwise photos may be cropped to place emphasis on the dog. All photos will be returned to you; be sure to label all photos on the back with your name and return address.

The cost for each photo or image is \$10 per use, irrespective of how many times that same photo or image is used in the layout. This is a charge imposed by the printer.

All ads will be composed by ad chair Leslie Apple. You will have final approval rights before the ad is forwarded to the printer. Please include an SASE for quick return of any mailed ad materials.

Please send order forms and all ad material to Leslie Apple, 2201 Monica Blvd., Wilmington, DE 19808-5627 (leslieappleart@gmail.com) for the Montgomery catalog.