

Advertising deadline for The National Issue is MAY 1, 2009

# RRCUS Advertisers Release Form

Advertiser's Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone ( ) \_\_\_\_\_ Fax \* ( ) \_\_\_\_\_

Email \* \_\_\_\_\_

\*An email address or fax number is required to confirm receipt of your material.

No. of Pages \_\_\_\_\_ No. of Photos \_\_\_\_\_ Last ad in issue \_\_\_\_\_

Dog's Registered Name \_\_\_\_\_

Dog's Call Name \_\_\_\_\_

Sire \_\_\_\_\_

Dam \_\_\_\_\_

Breeder(s) \_\_\_\_\_

Owner(s) \_\_\_\_\_

Photo Cropping Instructions:

\_\_\_\_\_ Dog Only \_\_\_\_\_ Dog and Handler \_\_\_\_\_ Use Entire Photo

Special instructions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name for advertiser's index \_\_\_\_\_

\_\_\_ Color Ad \_\_\_ Black & White ad

\_\_\_ Please design my ad \_\_\_ Please run my ad as submitted

\_\_\_ Please use my sketch as the basis for designing the ad

\_\_\_ Please email or \_\_\_ fax me a proof of my ad before finalizing

Payment Options: \_\_\_ Check; \_\_\_ Money Order; \_\_\_ Visa; \_\_\_ Master Card; \_\_\_ American Express; \_\_\_ Discover

**\$3 service fee for all credit or debit cards.**

CC No. \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Expires: \_\_\_\_\_/\_\_\_\_\_

By my signature below, I agree that I have obtained proper copyright release for all photos used in my advertisement. I release THE RIDGEBACK, its Editors and RRCUS from any and all liability.

Signed \_\_\_\_\_

Dated \_\_\_\_\_

## DEADLINES FOR THE UPCOMING ISSUE:

**ISSUE 2 2009 -  
Top Performer  
15% Discount on ALL  
Top Performer Placements**

Articles deadline: April 8, 2009  
to Helen McCune, [kanzih@comcast.net](mailto:kanzih@comcast.net)

Advertising deadline: May 1, 2009 to  
Cheryl Fraser, [chaza@pobox.com](mailto:chaza@pobox.com)  
*Publishing date: July 1, 2009*

All deadlines are firm; late articles or ads  
will not be accepted.

**Payment and completed  
RRCUS Advertisers Release  
Form are due at the time the  
ad is placed.**

## 2009 Ad Prices & Fabulous

### Value Packages!

#### Color Ads –

Inside Full Page ..... \$265  
Inside Two-Page Spread .....\$480  
Inside 4-Page Package ..... \$925  
Inside 6-Page Package.....\$1325  
Half-Page .....\$180

#### Black/White Ads –

Inside Full Page .....\$75  
Inside Two-Page Spread.....\$140  
Inside 4-Page Package.....\$250  
Inside 6-Page Package.....\$375  
Half-Page.....\$50

#### Covers and Facing Pages (color only)

Front Cover: \$575 (Brood Bitch & Stud  
Dog covers only)  
Back Cover: \$450  
Inside Front Cover: \$400  
Inside Front Facing: \$350  
Both Inside Front and Facing \$700  
Inside Back Cover \$350  
Inside Back Facing \$325  
Both Inside Back and Facing \$625

Prices for ads include one photo; Additional photos, \$10.00 each. Payment is due at the time the ad is placed.  
Ads received without payment may be withheld from publication until payment is received.

# ADVERTISING IN *THE RIDGEBACK*

Please visit the RRCUS website for the **Advertising Release form** and **detailed** ad specifications.

## HIGHLIGHTS

If a ranking is mentioned in an ad, the rating system, publication and/or date must be included. Pending Championships, ROMs, etc. must include an asterisk (\*) stating they are pending approval. Advertisements for puppies or stud service must certify that the sire and dam of the puppies or the dog being offered at stud have all health clearances required by the RRCUS Code of Ethics; OFA ratings must be included in the advertising submission.

## PHOTOS

We prefer to receive the actual printed photos, or you may elect to scan your photos at 300 dpi/150 lpi and forward them on CD or via e-mail. Low resolution photos are not appropriate for print production. All photos are returned via first class mail as quickly as possible.

## AD SPECS

Page size: 8-1/2x11. Margins: 1/2" margin all around. Full bleeds: Add 1/8" outside all sides. Camera-ready ads must be supplied in PDF format at 300 dpi.

## RATES AND PAYMENT INFORMATION

The following advertising rates are in effect until further notice. Prices for ads include one photo; Additional photos, \$10.00 each. Payment is due at the time the ad is placed. Ads received without payment may be withheld from publication until payment is received.

## RRCUS MEMBERS & REGIONAL CLUBS

**Preferred Position Pages\*** (available in COLOR only):

Front Cover: \$575 (Brood Bitch & Stud Dog covers only)  
Back Cover: \$450  
Inside Front Cover: \$400  
Inside Front Facing: \$350  
Both Inside Front and Facing \$700  
Inside Back Cover \$350  
Inside Back Facing \$325  
Both Inside Back and Facing \$625

### Color Ads –

Inside Full Page .....\$265  
Inside Two-Page Spread .....\$480  
Inside 4-Page Package .....\$925  
Inside 6-Page Package .....\$1325  
Half-Page .....\$180

### Black/White Ads –

Inside Full Page .....\$75  
Inside Two-Page Spread .....\$140  
Inside 4-Page Package .....\$250  
Inside 6-Page Package .....\$375  
Half-Page .....\$50

\*Available to members only and only in COLOR. Purchase of cover includes COLOR inside full page. No show photos on purchased covers. Some restrictions apply; please contact editor for details and availability.

## CHANGES IN COPY AFTER AD IS SUBMITTED\*:

Addition of "flash" ..... \$30.00  
Substitution of photo/text after ad is submitted.....\$30.00  
Manipulation of photo background/edges.....\$30.00  
*\*These additional charges are billed directly by the designer*

## RATES FOR COMMERCIAL OR NON-MEMBER ADS

Above rates are doubled for commercial or non-member ads. Commercial or non-member ads are subject to RRCUS Board of Directors approval.

## CLASSIFIED & BUSINESS CARD ADS

The Ridgeback Magazine and Newsletter will run 1/8 page ads, either business cards or copy only. Contact the editors for details.  
Members . . . . . \$25.00  
Non-Members . . \$50.00

## MAILING INFORMATION

Magazines are mailed via bulk rate. If you do not receive your issue within 30 days of the mailing date, you will be sent a replacement magazine. Replacements will not be sent prior to the 30-day grace period. Extra issues may be purchased as available; \$15 each including postage. Copies for non-members are available for \$25 each. Contact Helen McCune: [kanzih@comcast.net](mailto:kanzih@comcast.net)  
508-690-2049 for replacement or additional copies.

## MAIL ADS WITH CHECKS PAYABLE TO RRCUS or CREDIT CARD INFORMATION TO:

Cheryl Fraser,  
Advertising Editor,  
100 Pleasant St., Northborough, MA 01532  
Phone: 508-393-6966  
Email: [chaza@pobox.com](mailto:chaza@pobox.com)

Advertising Specifications are provided in full detail on the RRCUS website: [www.rrcus.org](http://www.rrcus.org)

Or contact the Advertising Editor for assistance.

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Mailing lists for the Ridgeback are provided by the RRCUS Corresponding Secretary. The Corresponding Secretary updates and sends with the most current information available just prior to each mailing. To ensure timely delivery of your magazine, please notify the Corresponding Secretary ~ Jeffrey Head, [liondog@comcast.net](mailto:liondog@comcast.net), 734-786-8466 of any address change information as soon as possible. Bulk mailings are not forwarded by the USPS. Do not send change of address information to the magazine staff.

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## SUPPLYING PRINTER-READY ADS

### AD SPECS

Page trim size: 8-1/2x11. Margins: 1/2" between text and edge of page, all four sides. For full bleeds: Add 1/8" to background around all four sides. Printer-ready ads must be supplied in PDF format at 300 dpi and may be e-mailed or sent on CD with a printout of the ad.

### PHOTOS

Digital photos are acceptable if resolution is 300dpi at size to appear in magazine. Please bear in mind that low resolution photos and photos taken off the internet are not appropriate for magazine reproduction. Quality of final photo reproduction is dependent on quality and contrast of photo submitted