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 and receive a proof of your ad.

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

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

Special instructions:

Please provide any special instructions/design concepts (either electronically or hardcopy printout) at the time of ad submission. If no ad instructions are provided, your ad design and layout will be at our designer's discretion. We will send an ad proof for the purposes of checking factual information (contact information, spelling, etc.), but we cannot accommodate re-design or text changes. To keep advertising rates low and the magazine on schedule, up to two rounds of proofs will be provided at no extra charge; requests granted for more than two proofs will result in additional charges. Flashes are allowed at no extra charge up until we go to print.

Payment can be made via credit card at www.RRCUS.org by clicking the payment on the left side of the home page, or go to http://rrcus.org/magazine/buy_ads.php

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_____Date_____

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

Becky Nelson, Editor
beckynelson@uwmail.com
951-707-6895

ARTICLE DEADLINE: OCT. 27

AD SPECS FOR PRINT READY ADS:

300 dpi • Bleed size: 8.75 x 11.25 • Non-bleed size: 7.5 x 10

Margins .5 inches in from trim

Please leave room for our page numbers at bottom.

When exporting to pdf, please include bleeds.

Coming Next…the RRCUS 86th National Specialty issue

Discount: $180 per color page
for RRCUS Specialty placing Ridgebacks!

**NEW* FIRST-TIME ADVERTISERS*
$180 per color page

(inside color non-premium pages only)

Member Ad Prices & Value Packages!

Inside Pages	Color	B/W
Full Page	$200	$95
2-Page Spread	$380	$180
4-Page Spread	$740	$330
6+ Page Spread	$180/page	$495
Half-Page	$125	$55
Memorials & New CHs	$150	$95

Premium Pages	Color (only)
Front Cover *	$575
Back Cover	$450
Inside Front Cover	$400
Inside Front Facing	$350
Inside Front & Facing Combo	$700
Inside Back Cover	$350
Inside Back Facing	$325
Inside Back & Facing Combo	$625

* (Brood Bitch & Stud Dog covers only)

PLEASE NOTE: If a ranking is mentioned in an ad, the rating system, publication and/or date must be included. Pending Championships, ROM's, 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 with the advertising submission.

Mail photo(s), ad copy/text, and completed advertisers release form to:

Nancy Tisdale, Advertising Editor
1028 Edwin Warner Drive
Nashville TN 37205
ntisdale8@gmail.com
615-397-1028

AD DEADLINE: NOV. 1

Ad price includes professional ad design. Payment is due at the time the ad is placed.
Ads received without payment may be withheld from publication until payment is received.

Visit us on the WEB TODAY ~ http://www.rrcus.org/magazine/index.php or www.facebook.com/theridgebackmagazine