

# 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

Coming Next...  
 Brood Bitch/Owner-Handler issue

**First-time advertisers  
 Regional Specialty winners  
 and all Owner-Handlers:  
 \$180\* per color page**

*\*inside color non-premium pages only*

**23 Kremer Ave., Eatontown, NJ 07724**

**ARTICLE DEADLINE: February 8**  
**Elizabeth Mask, Editor**  
**emask@email.usn.org**  
**615-804-2922**

**Member Ad Prices & Value Packages!**

Ads include 3 photos per page at no charge  
 Additional photos are \$5 each

Inside Pages	Color	B/W
Full Page	<b>\$200</b>	<b>\$95</b>
2-Page Spread	<b>\$380</b>	<b>\$180</b>
4-Page Spread	<b>\$740</b>	<b>\$330</b>
6+ Page Spread	<b>\$180/pg</b>	<b>\$495</b>
Half-Page	<b>\$125</b>	<b>\$55</b>
Memorial-New CH	<b>\$150</b>	<b>\$95</b>
Regional Specialty win	<b>\$180</b>	<b>\$95</b>

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

**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. To keep ad costs low and the magazine on time, the proof is only for checking that the text is correct. Up to 2 rounds of proofs will be provided at no extra charge; requests granted for more will result in additional charges. Flashes are

Payment can be made via credit card at [www.RRCUS.org](http://www.RRCUS.org) by clicking the payment tab below the magazine image on the left side of the home page or by clicking [http://rrcus.org/magazine/buy\\_ads.php](http://rrcus.org/magazine/buy_ads.php)

By checking the box 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 \_\_\_\_\_

\* (Brood Bitch & Stud Dog covers only)

**SPECS FOR PRINT READY ADS: Photos and artwork:**

**300 dpi jpg or pdf**

**Bleed size: 8.75 x 11.25**

**Non-bleed size: 7.5 x 10**

**Margins: .5 inches in from edge**

**Leave room at bottom for page number** 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.

**Payment and completed RRCUS Advertisers Release Form are due at the time of ad submission.**

Ads received without payment may be withheld from publication until payment is received.

Ad price includes professional ad design.  
 Additional charges for Photoshopping

**AD DEADLINE: February 15**

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

**Lisa Hoffman, Advertising Manager**  
**countylinridge@gmail.com**  
**732-389-2884**

Visit us on the WEB TODAY ~  
<http://www.rrcus.org/magazine/index.php> or [www.facebook.com/theridgebackmagazine](http://www.facebook.com/theridgebackmagazine)

