

# 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](http://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](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 #'s at the bottom

When exporting to PDF please leave bleeds

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](http://www.facebook.com/theridgebackmagazine)

**Coming Next...the RRCUS  
 86<sup>th</sup> 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	<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/page</b>	<b>\$495</b>
Half-Page	<b>\$125</b>	<b>\$55</b>
Memorials & New CHs	<b>\$150</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>

\* (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**