

# 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. To keep advertising rates low and the magazine on schedule, design changes and multiple proofs cannot be accommodated once you have submitted your ad details. The ad proof is sent to check factual information (contact information, spelling etc.) and not for re-design or text changes.

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 this box, 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.

Date \_\_\_\_\_

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

**ARTICLES DEADLINE:  
January 25, 2018**

Elizabeth Mask, Editor  
 615-804-2922  
 emask@email.usn.org

**AD SPECS FOR PRINT READY ADS: 300 dpi**  
**Bleed size: 8.75x11.25 Non-bleed size: 7.5x10**  
**Margins .5 inches in from trim; add 1/8" on all 4 sides for bleeds.**  
**Please leave room for our page numbers at bottom.**  
**When exporting to pdf, please include bleeds**

**Coming Next  
1<sup>st</sup> Quarter 2018  
the Brood Bitch issue**

**\$180.00\* per color page**  
 \*(inside color non-premium pages only)

**This rate is also for all Owner-Handlers.**

In Every Issue: Memorial Ads  
 Full page color \$150.00; B&W \$95.00

### 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>
Memorial-New CH	<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.

**AD DEADLINE:  
February 1, 2018**

*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 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.

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