

# CWCCA 2012 HANDBOOK

## Advertising Rates:

### **Color:**

Prime Position Ads:            Back Cover: \$450  
   Inside Front Cover: \$350  
   Inside Back Cover: \$350  
   Centerfold \$350 (including two pages, two pictures)  
   First 15 Pages of Color Section \$150

**General Advertising Section, Full Page: \$125**  
**(includes 1 picture, background color & full color bleed)**  
**General Advertising Section, Commercial, Full page \$400**  
Specialty Gallery \$125  
Extra Picture: \$40

Pedigree Gallery, 1 dog, ½ page \$60 (set format)  
Pedigree Gallery, 1 dog, full page, 2 pictures, \$125 (set format, limited copy)

### **Black and White:**

Prime Position Ads:            Facing Inside Back Cover \$200

**General Advertising Section, Full Page: \$75**  
**General Advertising Section, Commercial, Full Page \$225**  
Extra Picture: \$15  
Regional Specialty Clubs, full page: \$50 (logo included, pictures extra)  
Pedigree Gallery, 1 dog, ½ page \$45 (set format)  
Pedigree Gallery, 1 dog, full page, 2 pictures, \$75 (set format, limited copy)

***Any submission of 6 or more pages will receive a 10% discount.***  
***All Ad Copy must be submitted at one time.***

### ***Pedigree Gallery***

Pedigree Gallery Ads will be arranged by dog's coat color then alphabetically with black and white ads first, followed by color ads. You can select from a half page or full page format. Both will be cropped to dog-only. Action shots, moving shots and portraits are acceptable. The half page format includes a single picture of the dog and 3-generation pedigree, along with the dog's name, breeder and owner info. The full-page format features two pictures, a 4-generation pedigree and 3 additional lines of ad copy.

### ***Specialty Gallery***

This gallery will start with a list of winners from the 2010/2011 National Specialties. Regional Specialty clubs are offered advertising at a special low rate. Regional specialty clubs who submit results from their 2010/2011 specialties will have the results published directly after their ads. Advertisers have the option of placing their advertising in this Gallery.

## Rules for Submission:

### General Rules:

Read these instructions carefully. Many things have changed from the last Handbook! We have tried to answer any questions or concerns you might have. If you still have questions, please contact the Editors.

Please fill out an **Online Submission Form** for each ad you place. You can obtain this form from the CWCCA website or from either Editor.

The preferred format for submitting images is **digitally in a minimum resolution of 300 dpi**. Images below this resolution will not be accepted. (Pictures on websites are usually 72 dpi. This resolution produces very low quality pictures in print ads.) Those needing help on how to submit pictures or how to change the resolution on existing pictures will be referred to online tutorials.

### Prime Positions:

These include the Outside Back Cover, Inside Front Cover, Inside Back Cover, Centerfold, first 15 pages of the Color Section, and Facing the Inside Back Cover page. They will be available on a first-come, first-served basis with preference being given to Best in Show and Specialty winners. In other words, whoever reserves them first gets them. Please contact the Editors by email ([vestavia@verizon.net](mailto:vestavia@verizon.net) or [visions@nycap.rr.com](mailto:visions@nycap.rr.com)) to reserve your space. A **special submission form** will be sent to you to confirm your prime position ad. Full payment for prime position ads must be sent to the CWCCA Treasurer *within one week of the reservation*.

### Pedigree Gallery Ads:

All Pedigree Gallery ads need to submit the "Pedigree Gallery" submission form in addition to the regular submission form. *Pedigrees can be submitted online through the Handbook pedigree ink or sent as an email attachment, or in the body of an email.*

*Half-Page Pedigree Gallery Ads:* Set format. Pictures will be cropped to show only the dog and will be approximately 4 inches wide by 3 inches high. A 3-generation pedigree will be displayed along with the dog's name, breeder's name, color of the dog, sex of the dog and birth date. The owner's name, address, phone number and email address will also be included.

*Full page Pedigree Gallery Ads:* 2 pictures can be included and will be cropped to show only the dog. Suggestions for these pictures are standing dog, head study and/or moving dog. A 4-generation pedigree will be displayed along with the same info above for a ½ page ad. **You may also include 3 lines of ad copy.** *If more than 3 lines of ad copy are submitted, it will be edited for length.*

**Ad Copy:**

If you want to submit camera-ready ads in PDF format, they can be uploaded via the CWCCA website via the special YouSendIt drop box. Please remember if you submit your ad in PDF (Acrobat format) we can not edit it, and you will be contacted if changes need to be made.

If you prefer, we can design your ad for you. If you have a special font you want used, please indicate the NAME of the font. We have a lot of fonts, but we don't have every one created. If we don't have or can't get the font you request, we will contact you or use our best judgment for a substitute. You may also submit ad copy in electronic format as a Word document attachment or in the body of an email. **A submission packet with payment must follow before any of these ads will be processed.**

All logos should be submitted in digital form.

**Pictures:**

Digital pictures can be accepted if submitted in high definition JPEG format with a minimum resolution of 300 dpi. Pictures from your digital camera can be saved in this format and tend to print well. Submit digital images via <https://dropbox.yousendit.com/CWCCAHANDBOOK2012>

Picture collages can be accepted if sent as an image file and will only count as a single picture.

Any questions should be directed to the Editors.

**Payment:**

Payment must accompany all ads. *Ads submitted by electronic means must be followed by payment within 7 days.* Checks should be made to the CWCCA payable in US funds and should be sent to: CWCCA Treasurer Ingrid Greig P.O. Box 0069, Willoughby, Ohio 44096-0069. Please note **2012 Handbook** on all checks.

**PayPal:** Advertisers may use PayPal if they have a PayPal account and an email address. All ads must be paid before being processed. It is suggested you send payment at the same time you send your ads. There is a 5% surcharge for use of PayPal. Remember to add 5% to the total cost of your ads on the **Submission Form**.

Instructions for sending payments directly to the CWCCA through PayPal:

1. Open your PayPal account.
2. Click "Send Money"
3. As a recipient, use the following email address: [treasurer@cardigancorgis.com](mailto:treasurer@cardigancorgis.com). Double-check the address, as funds sent to anywhere else will not be credited to the CWCCA.
4. Type in the amount to be transferred.
5. Send the funds in U.S. Dollars.
6. Type: Service
7. Subject: 2012 Handbook
8. In the note portion, please type your name and address.

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## Submission Form:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Pedigree Gallery Submission? Yes No (Please circle one)

Check Being Sent: \_\_\_\_\_ PayPal email: \_\_\_\_\_

Section for Ads:	Number of Ads	Total
<b>COLOR</b>		
Color Section, Full Page	\$125 x ____ pages =	
Color Section, Commercial Full Page	\$400 x ____ pages =	
Pedigree Gallery, ½ page Color	\$ 60 x ____ pages =	
Pedigree Gallery, full page, 2 pictures Color	\$125 x ____ pages =	
<b>Extras:</b>		
Extra Picture (color)	\$ 40 x ____ each =	
<b>BLACK AND WHITE</b>		
Pedigree Gallery, ½ page B/W \$45	\$ 45 x ____ pages =	
Pedigree Gallery, full page, 2 pictures B/W	\$ 75 x ____ pages =	
General Advertising, Full Page B/W	\$ 75 x ____ pages =	
General Advertising, Commercial Full Page B/W	\$225 x ____ pages =	
Regional Club B/W	\$50 x ____ pages =	
In Memoriam B/W	\$50 x ____ pages =	
<b>Extras:</b>		
Extra Picture B/W	\$15 x ____ each =	
<b>DISCOUNTS:</b>		
Early Bird Special	- 5% =	< >
Tardy Turtle	+ 10% =	
More than 6 ads placed at the same time	- 10% =	< >
<b>SUBTOTAL</b>		
PayPal: 5% surcharge for use of PayPal	5% x Subtotal	
<b>TOTAL AMOUNT SUBMITTED</b>		

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## PEDIGREE GALLERY SUBMISSION FORM

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Day Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_  
Email address: \_\_\_\_\_  
Check Enclosed: \_\_\_\_\_ PayPal email: \_\_\_\_\_  
 Half Page      **OR**     Full Page       Color      **OR**     B/W

Dog's Full Registered Name: \_\_\_\_\_  
Breeder(s): \_\_\_\_\_  
Color of Dog: \_\_\_\_\_  
Sex of Dog: \_\_\_\_\_  
Date of Birth: \_\_\_\_\_  
Owner(s): \_\_\_\_\_  
Owner Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email address: \_\_\_\_\_  
Pedigree submitted:      Online      Email      Other

### Half-Page Gallery Ad Format:



Ch. Talbot's Pilot Programme  
Ch. Kennebec Ice Anchor  
Ch. Kennebec Kate of Rhydowen  
Ch. Pluperfect Princeling  
Winstonwil the Talisman  
Ch. Pluperfect Primrose  
Ch. Pluperfect Winstonwil Plum  
UK Ch. Joseter Mudwin  
UK Ch. Downholme Silversand of Joseter  
Downholme Golden Beauty  
Ch. Kentwood Lyneth  
UK Ch. Kentwood Arnallt  
UK Ch. Kentwood Bethan  
Kentwood Pansi

### Ch. Phi-Vestavia Luck Be A Lady

#### Cathryn Ochs-Cline & Patrick Ormos

11306 Geddys Court  
Reston, VA 20191  
703-304-0779  
vestavia@verizon.net

**Breeders: Owners**

Red/White

Female

7/3/89

**Sample Full Page Gallery Ad:**

**Ch. Phi-Vestavia Synchronicity**



**Make sure you crop your pictures to dog-only and make sure they will fit in this space. We can reduce them if needed.**

Ch. Salvenik Sea Treasure	UK Ch. Downholme Silversand of Joseter	UK Ch. Joseter Mudwin	UK Ch. Pantyblaidd Pip
		Downholme Golden Beauty	Samantha of Joseter
	Kentwood Gwenda	UK Ch. Kentwood Arnallt	Downholme Johnie Boy
		UK Ch. Kentwood Taglys	Ajax Black Beauty
			Bridgemont Suseman
			UK Kentwood Heulwen
Ch. Gwenlais Glynis Glyfar	UK Ch. Baileswood Geraint	UK Ch. Joseter Mudwin	UK Ch. Pantyblaidd Pip
		UK Ch. Baileswood Blodeuwedd	Samantha of Joseter
	UK Ch. Gwenlais Cariad	UK Ch. Grangefield Rainchaser	UK Ch. Wendac Robgwen Midnight Special
		Grangefield Milford of Gwenlais	Baileswood Tursdale Amethyst
			Asoka Morgan
			Veritas Mistral of Grangefield
		UK Baileswood Geraint	
		Grangefield Extra Special	

Three lines of ad copy can go here. You can mention your dog's winning show record, his producing ability or even a funny anecdote about him. Three lines isn't much and if the copy goes over three lines, we are going to edit it to fit – so have fun, but don't go over three lines!

**Cathryn Ochs-Cline & Patrick Ormos**

11306 Geddys Court  
Reston, VA 20191  
703-304-0779  
vestavia@verizon.net

**Breeders: Owners**

Black and white w/brindle points

Female

10/15/90