

Things you need to know to make life easy for us all!

NEW BREEDER ADVERTISING RATES

effective with ALL payments made after 1 July 2004.

MONO (B/W)		COLOUR
\$460.00	FULL PAGE	\$565.00
Page Size	330 mm high x 260 mm wide	
	copy area 310 mm high x 244 mm wide. Bleed 5 mm all around, therefore finished page size which includes bleed will be 340 mm high x 270 mm wide	
\$235.00	HALF PAGE	\$304.00
	copy area 153 mm high x 270 mm wide	
\$162.50	THIRD PAGE	\$207.50
	copy area 100 mm high x 244 mm wide	
\$125.00	QUARTER PAGE	\$165.00
	copy area 153 mm high x 120 mm wide	
\$ 86.50	SIXTH PAGE	\$114.00
	copy area 100 mm high x 120 mm wide	
\$ 67.50	EIGHTH PAGE	\$ 88.50
	copy area 70 mm high x 120 mm wide	
PREMIUM PLACEMENTS	PAGE 5	\$610.00
	PAGE 7	\$595.00
Package 1*	FRONT COVER	\$1150.00
1* includes highlight PAGE 1		
Package 2*	FRONT COVER	\$1650.00
2* includes highlight PAGE 1 & FULL PAGE 5 (a 9.6% disc)		
IF available	OUTSIDE B COVER	\$1080.00
IF available	INSIDE F COVER	\$920.00
IF available	INSIDE B COVER	\$865.00

HOW MANY PHOTOGRAPHS PER ADVERTISEMENT?

Unlike most publications which charge extra per photo and/or number of words, within reason we don't set a limit per photographs or words in any advertisement! However, it is a FACT the more you say in your ad the smaller each picture must be – and obviously a disproportionately large number of words has an impact on the overall appearance of the advertisement. Generally, if you study various sized advertisements throughout an issue over preceding months, the benefits of a quality photograph and the negative effect on the message projected of having to crowd in a great deal of wording becomes self-evident.

HOWEVER – more words, together with a large number of photographs, invariably leads to errors which often result from vague & misleading information, and the outcome being change after change in the copy/pix, proof after proof. In these circumstances we reserve the right to consider the extra unnecessary costs incurred by our excellent publication. We do make the rare error and in such a circumstance we do our best to make it up to you, the advertiser.

THE INFORMANT BREED SECTION -

Keep your breed in the public's eye!

Kennel cards 50mm deep by 95mm wide, \$90 for three months.

\$171.00 for 6 months (5% discount) \$331.20 for 12 months (8% discount).

COMMUNIC8TOR WINNERS' CIRCLE -

Photos \$40 each plus a short "story" relevant to the winning picture.

All Informant cards and Communic8tor win pictures MUST be pre-paid.

SCANNING PICTURES AND TAKING DIGITALS

What you see on your computer's screen is NOT what can be directly reproduced in the printing industry. Design for the World Wide Web is far removed from design for print.

SCANNING/SENDING

When possible and time permitting, we prefer original photos so that we can scan them ourselves. If you do wish to prepare your own, ideally they should be scanned at a resolution of 300dpi, and saved at 150%. For the ANNUAL, scanned at 600 dpi and saved at 300%. If you cannot be SURE that your scan was done at 300 dpi, then you must send a jpeg at the largest file size you can manage, at least double the size at which you wish to have them reproduced, and also at the HIGHEST quality.

Also, do NOT scan at 72 dpi AND THEN SIMPLY INCREASE your resolution to 300 dpi, a common mistake made by many that results in a totally unusable picture!!

TAKING DIGITALS

When taking a digital for publication in print as opposed to emailing a friend or client or placing on a website, you must set the camera to FILE SIZE largest, ideally 2400x960, with the QUALITY set at FINE, (may be 'normal', but certainly not basic). The ideal photograph (file) size for a full page in our paper, for example is 26 cms to 30 cms wide (or high). Of course large files can be sent at 300 dpi, or smaller ones at 600 dpi etc, however a further problem is that many people's ISPs won't allow them to send anything over 1 MG, although we have no problems with receiving them.

REQUESTS TO CORRESPONDENTS

Just a few requests to our contributors please, to expedite editing and also to save space, as we are getting less and less time to edit as more and more material comes in.

You would be amazed at how removing/abbreviating the following finishes up saving several lines of space. At \$300 a page just to print, that is becoming increasingly important.

In Informant and Communic8tor we use BIS, RUBIS, BabyIS, MIS, PuppyIS, JIS, IIS, S/BIS, A/BIS, and OIS (or G for Group) and if it is a report including Group or General Specials results,

then just Baby, the breed, the name, Puppy the breed, the name and so on, (ie without repeating the words "in Show"). No capital J on judges please. We use DCC, BCC, RDCC, RBCC On the other hand we prefer where possible to spell out Championship show (not Champ) and usually spell out the month ie November, not Nov. We don't use full stops after Mr, Ch, etc, and we don't use 2nd/ 3rd/4th etc in conjunction with days, just 23 December for example. No inverted commas around dog's names, pet names, shows/clubs etc.

If you could kindly follow these guidelines it would make it far easier for us to do our job.

SUBSCRIPTIONS

Australia, including GST, \$48.50 for 11 issues, \$73.70 for 12 issues, (includes a mailed copy of RingLEADER - THE National DOG Annual)

Pensioners (Aged only), 11 issues \$36.50, or 12 issues \$59.70

New Zealand by air: 11 issues A\$86.30, 12 issues A\$110.00

USA, Canada, Asia by air: 11 issues A\$107.00, 12 issues A\$137.00

Rest of the World by air: 11 issues A\$118.00, 12 A\$149.00

Back issues of old **National Dog** Annuals and of RingLEADER - The **National**

Dog Annuals also available - \$27.50 within Australia, and by air to

NZ, \$30 Aust, to the rest of the world \$37.50 Aust.

PUBLICATION SPECIFICATIONS

If providing a complete file, the format is to be a highest quality JPEG or EPS FILE with a resolution of 150 dpi, or as a Quark file with one folder for images and another for fonts or - best of all as a certified PRESS OPTIMISED PDF.

Wherever possible

ALL WORDING IS TO BE SENT BY EMAIL AS A TEXT DOCUMENT, so please try to find someone to do this for you if you are not using a computer. Scans are to be at a minimum of 150 DPI or else large file size at 72 dpi (the default) so that we can halve the size and double the resolution.

Material may be emailed or sent on CD or zip disc, NEVER on a Floppy.

Do NOT send material in Publisher, .wps, .exe, or Corel Draw.

WORD documents are excellent for layout suggestions but photos sent in Word documents are NOT SUITABLE FOR PROFESSIONAL PRINTING.

PRESS DATE

We go to press on the second Tuesday of the month.

DEADLINE

for advertisements is officially 20th of the month

PRIOR to the month of publication,

however we do our very best to accommodate advertisers

up until ten days prior to the relevant date of that second Tuesday.

All editorial material should be received by that date,

Informant and Communic8tor MUST be received by then or will be held over.

FULL PAGE SHOW COVERAGE FEATURES

Promote your event!

Cost to the club per page will be \$300, and we would require a page in the catalogue promoting subscriptions and advertising and a complete set of quality photos of the winners within no more than a fortnight of the event. However we will also donate a gift voucher for an Australian x 11 issue subscription (combined January/February), which the club can use as either a trophy or for a raffle to raise funds. In addition, if the club can generate a full page of advertising for us, there will be a 10% discount on the \$300, and if they can generate two pages of advertising for us, then a 15% discount will apply.

To assist in sourcing advertising, we would like a marked catalogue within a few days of the show, and a list of contact details for the winners, preferably email addresses. We would suggest a post show write up, judge's comments etc, any "social type" pictures – whatever your club decides they would like to appear as it will be YOUR space.