

RRCUS Advertisers Release Form

Advertisers Name _____

Address _____ City, State, Zip _____

Phone _____ Fax* _____

Email* and Website _____

***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 by clicking the payment on the left side of the home page, or go to 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 _____

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.

AD DEADLINE: NOVEMBER 12

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

Kate Zimmer, Advertising Manager
kategzimmer@gmail.com
619-602-5829
275 Stratford Park Circle
Del Mar, CA 92014

ARTICLE DEADLINE: NOVEMBER 6

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

Coming Next... RRCUS
 87th National Specialty issue

Discount: \$180 per color page
 for RRCUS Specialty placing Ridgebacks

**First Time Advertisers and
 Regional Specialty Winners:
 \$180 per color page**
 inside color non-premium pages only

Member Ad Prices and Value Packages!
 Ads include 3 photos per page at no charge.
 Additional Photos are \$5 each.

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

Premium Pages	Color
Front Cover*	\$575
Back Cover	\$450
Inside Front Cover	\$400
Inside Front Facing	\$350
Inside Front and Facing Combo	\$700
Inside Back Cover	\$350
Inside Back Facing	\$325
Inside Back & Facing Combo * (Brood Bitch & Stud Dog covers only)	\$625

SPECS FOR PRINT READY ADS:

300 dpi jpg or pdf

Bleed size: 8.75 x 11.25

Non-bleed size: 7.5 x 10

Margins .5 inches in from trim

Leave room at bottom for page number.

IMPORTANT: 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.