

TIPS ON HOW TO PLACE AN AD

1. CHECK AD DEADLINE
2. Review the [Ad Specification Guide](#)
3. E-mail your high quality/resolution photo(s). 300 dpi jpgs or pdfs required. 1-3 photos per page included in price. \$5 for each additional photo.
4. Please rename your jpg image file before emailing, for example: bobsmithwithrover.jpg. Do not use symbols or spaces in your file name. Dashes or underscores are OK.
5. Fill in and sign [Advertisers Release Form](#) and E-mail with ad materials to adsales@rrcus.org
6. Include any contact info you want in your ad: email, website, phone.
7. WRITE YOUR AD COPY. Example: "Introducing... Proud of our girl," and type it in a Word document or an email. We do not write the ad for you, but are happy to give advice if asked.
8. Provide any special instructions/design concepts/colors preferred when placing your ad. If none, it will be at our designer's discretion.
9. You will receive up to 2 proofs at no charge for fact checking/spelling, etc. You will be charged extra for changes that require additional proofs. \$10 minimum.
10. Go to our Facebook page, [The Ridgeback Magazine](#), to look at past ads for inspiration.
11. Always refer to rrcus.org to view our complete [Advertising Policy](#) and exact specifications!
12. Always feel free to ask questions!