

Catalog Advertising - 2012 NEAA National Specialty

Don't lose those show pictures in the holiday wrapping paper – put them aside for your catalog ads for the 2012 National Specialty. It is preferred that the ads are composed using Microsoft Word. Ads can be e-mailed as an attachment or sent regular mail. When sending ads via e-mail, please be sure to send the pictures separate from the text. Ads and payment should be sent to:

Marlene Oliver
 1310 Noretta Drive
 North Mankato, MN 56003-3421
 peerynt@charter.net

Ad deadline is April 1, 2012. NEAA reserves the right to reject any advertising and disclaim any responsibility for accuracy of ad contents. PLEASE PUT AN ADDRESS LABEL ON EVERYTHING YOU WANT RETURNED TO YOU!

HELPFUL HINTS:

- All catalogs are prepared using Microsoft Windows based computers. Photos and artwork are scanned and then inserted into the publication for reproduction. Half tones and negatives will not be accepted.
- To avoid errors, please type all copy.
- Space limitations preclude pedigree listings in the catalog.
- All photos will be cropped to the dog.
- Do not attach the photo to the page layout.
- Photos and artwork are scanned separately from the copy. If you are planning multiple pages, please identify each page with the appropriate pictures that should be placed on the page.

For those who have mastered all the latest technical breakthroughs you can take advantage of your computer skills and submit your ads as follows:

- Prepare the copy in a word processing program, such as Microsoft Word, save the file as a *.doc file and forward this file on a CD along with a printed copy or e-mail it.
- Submit your photos as a jpeg file. Use a relatively high resolution. If you are preparing the file by scanning, use 300 dpi or higher. To avoid the possibility of losing your prized photo, using the jpeg option will make sure the photo does not get lost in the mail.

Ad costs: Full page - \$40
Additional full pages (same advertiser) - \$30
Additional photo - \$5
Half page (limit one picture) - \$20
Breeder/kennel listing - \$10

Name:		e-mail:	
Street		Phone:	
City		State/Zip	
Card Number (<i>Including 3-digit right hand code on back of your card</i>)		Exp. Date	
Signature		Payment type (<i>Circle One</i>) CHECK (<i>Payable to NEAA</i>)	