



# 2015 AKC/Eukanuba National Championship Show Catalog

## Club and Individual Advertisement Order Form

**DEADLINE: ADS MUST BE RECEIVED BY OCTOBER 16, 2015 TO ENSURE INCLUSION IN CATALOG**

Please send this order form to: **Venus Rodriguez, Advertising Administrator**

AKC • 260 Madison Avenue • New York, NY 10016 • P: 212-696-8260 • F: 212-696-8217 • vxr@akc.org

### PLEASE SELECT AD TYPE:

**CLUB** Name (please print) \_\_\_\_\_

Representative's Name \_\_\_\_\_

Title \_\_\_\_\_ E-Mail \_\_\_\_\_

**INDIVIDUAL** Name (please print) \_\_\_\_\_

Dog/Kennel Name \_\_\_\_\_

Breed \_\_\_\_\_ E-Mail \_\_\_\_\_

### COMPLETE BILLING INFORMATION

Address (please print) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Alternate Phone \_\_\_\_\_

Creative Contact Person \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone \_\_\_\_\_

**ALL ADS ARE FEATURED IN BOTH THE PRINT AND ONLINE VERSIONS OF THE SHOW CATALOG**

AD DESCRIPTION	COLOR	QUANTITY	RATE	COST
Club/Individual – Full Page (INCLUDES 1 PHOTO)	Black & White		\$140	
Club/Individual – Full Page Ads (INCLUDES 1 PHOTO)	4-color		\$800	
\$15 charge for each additional photo			\$15	

**TOTAL PAYMENT ENCLOSED** ..... \$ \_\_\_\_\_

### PAYMENT METHOD:

**CHECK ENCLOSED** payable to American Kennel Club: Check # \_\_\_\_\_ Check Date \_\_\_\_\_

**CHARGE MY CREDIT CARD**     VISA     Mastercard     AMEX     Discover

Name on card (please print) \_\_\_\_\_

Credit Card number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CID# \_\_\_\_\_

Authorized signature \_\_\_\_\_ Date signed \_\_\_\_\_

### DIGITAL AD SUBMISSION GUIDELINES

**SIZES: Catalog size is 5½" width x 8½" height. Full Page non-bleed ad is 4½" width x 7¼" height.**

- DIGITAL (press-ready) submissions are preferred.
- To forward ad photos or artwork electronically, send 300 dpi in .tif, .pdf or .jpeg format to vxr@akc.org. Be sure to put in the subject line "AKC/EUK. NAT. CHAMP ADVERTISING, [name of dog or club]."
- Please send hard copy of the digital file and this completed form to Advertising Administrator at the address above. **Please remember to note the date** you have forwarded the digital file(s).

### IMPORTANT!

- If sending an ad from a previous Onofrio show catalog, you must indicate the name and date of the show where the ad appeared.
- Reproductions of pictures from show catalogs, telephone books, business cards, screen photos, faxed logos or artwork, etc., results in POOR QUALITY and are NOT GUARANTEED. Copy and Logos on dark colored background cannot be guaranteed separation.
- For any additional artwork or outside work, an additional charge will be made.
- LATE ADS MAY BE REFUSED AND/OR SUBJECT TO AN ADDITIONAL CHARGE.

### CHECKLIST for submitting your ad:

- 1 Read and complete the **Order Form**.
- 2 Include your **check or credit card** information
- 3 Submit your **completed ad** or your **digital photo and text request**.

We can only consider **complete, prepaid ad forms received by October 16, 2015!**

Your ad **will NOT** appear if any of these steps are not completed.