

RRCUS Advertisers Release Form

Advertiser's Name _____

Address _____

City/State/Zip _____

Phone () _____ Fax * () _____

Email * _____

*An email address or fax number is required to confirm receipt of your material.

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

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.

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

Payment Options: ___ Check; ___ Money Order; ___ Visa; ___ Master Card; ___ American Express; ___ Discover

\$3 service fee for all credit or debit cards.

CC No. _____

Cardholder's Name: _____

Expires: _____/_____

By my signature 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 _____

Dated _____

ISSUE # 4 2011– National Specialty Issue

15% Discount on all Specialty placement Ads

Advertising deadline: November 18, 2011

Articles deadline: October 13, 2011 to Helen McCune, **kanzih@comcast.net**

Advertising deadline: November 18, 2011 to Cheryl Fraser, **chaza@pobox.com**
Publishing date: January 25, 2012

All deadlines are firm; late articles or ads will not be accepted.

Payment and completed RRCUS Advertisers Release Form are due at the time the ad is placed.

Ad Prices & Value Packages!

Inside Pages	Color	B/W
Full Page	\$265	\$75
2-Page Spread	\$480	\$140
4-Page Spread	\$925	\$250
6-Page Spread	\$1325	\$375
Half-Page	\$180	\$50

Premium Pages	Color (only)
Front Cover *	\$575
Back Cover	\$450
Inside Front Cover	\$400
Inside Front Facing	\$350
Inside Front & Facing Combo	\$700
Inside Back Cover	\$350
Inside Back Facing	\$325
Inside Back & Facing Combo	\$625

* (Brood Bitch & Stud Dog covers only)

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

Cheryl Fraser,
Advertising Editor,
100 Pleasant St.
Northborough, MA 01532

Ad price includes professional ad design. **NEW - No extra cost for additional photos.**

Payment is due at the time the ad is placed. Ads received without payment may be withheld from publication until payment is received.

Visit us on the WEB TODAY ~ www.theridgebackmagazine.org

Advertising deadline for the National Specialty Issue – November 18, 2011

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Visit us on the WEB TODAY ~ www.theridgebackmagazine.org