

# ADVERTISER'S ORDER

AD# \_\_\_\_\_

All advertising orders are subject to club approval. Orders and fees MUST be sent to the MEMBER CLUB

For Office Use Only  
ShowClub Name ( \_\_\_\_\_ ) Date 04-14-2019  
(Name of MEMBER CLUB)

Advertiser's Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Amount Enclosed: \$ \_\_\_\_\_ Payable to: \_\_\_\_\_  
(Name of MEMBER CLUB)

## AD COSTS

Individuals:  Full Page(7-3/8"x9-1/4") \$ \_\_\_\_\_  1/2 Page(7-3/8"x4-5/8") \$ \_\_\_\_\_  1/4 Page(7-3/8"x2-1/4") \$ \_\_\_\_\_ Business Card(3-5/8"x2-1/4"- MUST BE IN MULTIPLES OF TWO) \$ \_\_\_\_\_Businesses:  Full Page(7-3/8"x9-3/4") \$ \_\_\_\_\_  1/2 Page(7-3/8"x4-5/8") \$ \_\_\_\_\_  1/4 Page(7-3/8"x2-1/4") \$ \_\_\_\_\_ Business Card(3-5/8"x2-1/4"- MUST BE IN MULTIPLES OF TWO) \$ \_\_\_\_\_**\* SEE REVERSE FOR AD LAYOUT SHEET \*** PHOTO Enclosed- Add \$ \_\_\_\_\_ for EACH PHOTO. Photos will be returned after the show (or enclose SASE)  
(The cost of making a halftone from each PHOTO is charged to the advertiser. **NOTE that any ad containing a photographic image is subject to the "per Photo" charge).** CAMERA READY ART Enclosed (Logo, Line Drawing, etc) Return Art (unless checked, Art will not be returned) TEAR SHEET FROM PAST CATALOG (Original photo required- Halftones on tear sheets are NOT acceptable)

KC Name &amp; Date of Catalog \_\_\_\_\_

 **DO NOT EDIT AD** Ads are subject to editing by the advertising staff if the copy not clear of intent or if it includes too much copy and/or photographs for the space allowed.

## TIPS TO ADVERTISERS

PLEASE TYPEWRITE OR PRINT PLAINLY ALL COPY

A few well chosen words make a more attractive advertisement

NO ADS on less than Quarter Page (except that 2 Business Cards may be put on a 1/4 Page)

Please submit CLEAR PHOTOGRAPHS (Black &amp; White preferred) - PMT or Negative halftones are NOT accepted

Unless AD is camera ready, the composition will be at advertising staff's discretion. Ads on Disc MUST have hard copy included.

Any Additional ART WORK or CAMERA WORK will incur an additional charge

Be sure all PHOTOS, ART WORK etc. to be returned is labeled on the back with Name &amp; Address &amp; that envelope is noted- DO NOT BEND, FOLD or STAPLE

Photos to be stripped into circles or ovals should have plenty of background available

MAIL ADS TO: \_\_\_\_\_

(Club Ad Chair Name &amp; Address)

LABEL ALL ADS "DO NOT FOLD" Club Ad Chair Phone # \_\_\_\_\_

**DEADLINE FOR ALL ADS IS:** \_\_\_\_\_



