



Catalog Advertising Information and Guidelines

Ads must be in a **ready to publish digital format**. We can accept material in MS Word or as a graphic (JPG, TIF, PDF, EPS). Full page ads should be no larger than 4.5 x 7.5 inches. All photos should be scanned at a resolution of at least 300 DPI.

What type of ads will be accepted?

- Congratulatory messages
- Remembrances/memorials
- Photo with name of dog, kennel and three generation pedigree
(no contact information including phone, email or address allowed)
- Ads from Regional Clubs and IWF may include contact information
- Commercial ads will **not** be accepted

All ads are subject to approval by Catalog Advertising Committee and any submission can be regretfully declined. In addition, ads are subject to space availability in catalog.

Ads must be paid in advance with check to the IWCA. Please mail your check to Linda Souza at 12130 Center Ave., San Martin, CA 95046. Payment through PayPal will also be accepted (see instructions below). Prices are \$50.00 for a full page and \$30.00 for half a page.

We will again offer a supporter's page in this year's catalog. For \$10.00 you can add your name to the list sending your best wishes to the IWCA 2010 National.

Closing date for advertising is **April 22nd, 2010**.

To submit ads to Catalog Advertising Committee, please send in digital format to Linda Souza at linda@limerickiw.com.

PayPal instructions for Catalog Advertising:

Each ad needs to add a \$2.00 service charge when using PayPal. Send PayPal payments to iwcar@hughes.net. You will receive your receipt of payment from PayPal. You must indicate when submitting ad that PayPal has been used for payment.