

UDC Advertising & Article Deadlines

First Quarter Issue..... December 1st
Second Quarter Issue March 1st
Third Quarter Issue June 1st
Fourth Quarter Issue..... September 1st

UDC Advertising Rates & Policies

UDC Focus Newsletter offers complete ad design facilities for you. All advertising is subject to the editor's approval before publication.

All ads should be sent to Dog Show Art, *UDC Focus Newsletter*, 571 Blue Star Court, Traverse City, MI 49684. Ads must be prepaid.

Please make check or money orders payable to *UDC*.

Ads cannot be canceled after the deadline.

A 10% discount is offered for prepaid yearly contracts (4 insertions). Payment in full (US Funds Only) must accompany all advertisements. No refunds. MasterCard and Visa accepted.

UDC Ad Sizes & Rates

BLACK & WHITE ADS CAMERA READY

Front Cover (8 ½ " W x 11 H).....	\$185.00
Back Cover (7 ½ " W x 8 ¾ " H).....	\$185.00
Inside Front Cover (Full Page Only).....	\$160.00
(8 ½ " W x 11 H with bleeds)	
(7 ½ " W x 9 ¾ " H without bleeds)	
Inside Back Cover (Full Page Only)	\$160.00
(8 ½ " W x 11 H with bleeds)	
(7 ½ " W x 9 ¾ " H without bleeds)	
Full Page (7 ½ " W x 9 ¾ " H)	\$105.00
Half Page (7 ½ " W x 4 ¾ " H)	\$70.00
Quarter Page (3 ½ " W x 4 ¾ " H)	\$50.00
Business Card Ad (3 ½ " W x 2" H—No Photo).....	\$25.00

COLOR ADS CAMERA READY

Front Cover (8 ½ " W x 11 H).....	\$500.00
<i>Includes up to ½ page bio with 1 B&W photo</i>	
Back Cover (7 ½ " W x 8 ¾ " H).....	\$450.00
Inside Front Cover (Full Page Only).....	\$400.00
(8 ½ " W x 11 H with bleeds)	
(7 ½ " W x 9 ¾ " H without bleeds)	
Inside Back Cover (Full Page Only)	\$400.00
(8 ½ " W x 11 H with bleeds)	
(7 ½ " W x 9 ¾ " H without bleeds)	
Inside Color Page (7 ½ " W x 9 ¾ " H)	\$355.00

DESIGN AND LAYOUT - BLACK & WHITE AND COLOR

Full page	\$40.00
1/2 page	\$30.00
1/4 Page.....	\$20.00
Each Photo	\$10.00

UDC Advertising Guidelines

Camera Ready

All "Camera Ready" ads must be of equal quality as displayed in *UDC Focus Newsletter*. "Camera Ready" ads must be of correct size and typeset. To insure equal quality of pictures, photographs should be made into 133 lines per inch film halftones, or 100 lines per inch PMT halftones.

Color Requirements

- All color ads must be set up in Cyan-Magenta-Yellow-Black (CMYK)* values.
- Change any pantone colors to CMYK*.
- 4-color advertisers should supply a set of offset progressive proofs clearly marked "Final—follow for color". This should include a copy of all CMYK* color breaks. Cromalins, Fujiproofs, Matchprints and approval proofs will also be accepted.

*NOTE: If file is not set at CMYK values, the ad will run in black and white.

Electronic files are acceptable. Please refer to Digital Specifications.

Digital Specifications

- Supply ads in one of the following file formats: InDesign, Illustrator, Photoshop or Adobe Acrobat PDF.
- Artwork and photos must be placed in the file at 100%, 300dpi as a tiff or eps file.
- Include copy of all linked graphics files. DO NOT rename graphics files after linking.
- Include a copy of both printer and screen fonts. Adobe fonts are preferred. TrueType fonts will not be accepted.
- Dog Show Art cannot be held responsible for files that have been formatted incorrectly.

UDC Photographs for Ads and Articles

All photographs must be of good quality. To receive your photo back after being printed, you must enclose a return address; otherwise all photos will be kept on file at Dog Show Art.

- Do not write on the back of the photo itself; tape to the back of the photo the name of the dog plus your name and address. Article photos should be assigned a numeric title with corresponding text as typed copy identifying subjects of photo.
- Do not cut your photographs—indicate the sections you would like cropped out on a photo copy.
- Please provide photos with good contrast that are in sharp focus.
- Digital photos should be sent without editing. Do not crop, resize or resave to a larger resolution in a photo-editing program.
- Scanned photos should be at 100%, 300 dpi, tiff or jpeg.

When mailing photos, mark the outside of envelope "photos—do not bend".

- Please provide ad copy electronically (via e-mail) or typewritten, (do not use all capital letters!) clearly indicating what you want in the ad, include the correct spelling of names, and state the size of ad you would like.

Dog Show Art cannot be held responsible for any errors caused by missing or incorrect files or information.

If there are any questions, please call us at (231) 943-4626.