

# WESTIE IMPRINT



## ADVERTISING RULES

The Westie Imprint is the official publication of the West Highland White Terrier Club of America (WHWTCA).

- Ads will be accepted only from WHWTCA members in good standing.
- Ads will be accepted for dogs that the advertiser owns, co-owns, or bred.
- A stud dog owner may submit ads for a dog sired by his/her stud dog.
- Members cannot submit ads on behalf of non-members. Advertising in the *Imprint* is a benefit of membership and the ad content must clearly be that of the member.
- Only club member's contact information can be included in the ad. If any of the co-breeders or co-owners are not WHWTCA members, then their names may be listed in the ad, but not their contact information.
- Ads must include the names of all legal owners or none.
- If the names of the breeders are included in the ad, all breeders' names must be included or none.
- It is the responsibility of all advertisers in the Imprint to ensure the accuracy of all references made to official field/obedience/show wins and awards. Challenges to the factual correctness of a particular advertisement may be addressed to the Editor.
- Only those titles granted by registries recognized by the American Kennel Club may be used in Imprint ads. The only international championships recognized are those from the Federation Cynologique Internationale (FCI). If in doubt, please consult the Editor.
- A PRINTED copy of the ad (even if camera ready) or a written version must be MAILED to the Advertising Editor before the ad deadline, even if your ad is submitted electronically. Otherwise, we cannot accept any responsibility for an ad that is not printed as intended.
- Soft copies (that is, the text of your ad submitted electronically rather than written on a piece of paper) of the ad are great, particularly since we not have to type your ad from scratch and opportunities for typos (particularly with dogs' names) are reduced. However, a printed copy still needs to be provided.
- Please compose your ad for an 8 1/2" x 5 1/2" size page - this is half a regular sheet of paper (8 1/2" x 11"). Allow 1/2 inch border with no bleed. Pages with bleeds can be 8 3/4 x 5 3/4. Do not assume that we can reduce your 8 1/2 x 11 page to one that will work for your ad.
- **Retouched/enhanced photos are NEVER allowed.**
- The cover of the *Imprint* must be in portrait format only. We will not accept a cover that is printed in landscape format. In other words, the magazine must not be rotated in order to view the front cover.
- Placement of ads in the issue is based on the date of ad submission. Ads referencing a specialty are placed near the specialty results unless otherwise requested. Stud dog/brood bitch ads are placed in alphabetical order by Westie's name.
- Errors in club publications will be handled at the discretion of the committee and on a case-by-case basis.

### Formats:

Digital ads can be accepted in the following formats (note that printed copies must still be mailed to the Advertising Editor):

QuarkXPress, Illustrator, Freehand, Pagemaker, Adobe InDesign, Photoshop, Tiff, JPEG, EPS, and PDF. Microsoft Word is accepted for text only.

All supported files should be included – fonts, photos, clipart.

## **Digital Images**

- If you cannot send the original photograph, a high resolution digital image may be sent. The minimum resolution is 300 dpi. Please do not take a file scanned at a lower resolution and try to use photo imaging software to increase the resolution. This does not work and your image will appear pixilated or blurry when it is printed. We want your ad to look good!
- Tiff images are preferred for print publications, but you may submit images in .JPG format. If submitting as a .JPG, please take note of the following: because .JPG images are compressed each time they are saved, file size can be smaller, but information is lost with each save, so the quality is reduced. Some software programs may automatically reduce resolution if you save as a .JPG. If you choose to submit as a .JPG, check that the resolution stays high and save it only once!
- If you are scanning the image yourself, clean the scanner bed and lid before scanning to avoid debris that can mar the scan. Align the photo as straight as possible, make certain that that entire photograph is scanned.
- If submitting the image via e-mail, the file(s) should be sent as an attachment to your e-mail and not embedded into the e-mail itself.
- **Again, retouched/enhanced photos are NEVER allowed.**

## **Copyrighted Material**

Photographic and digital images are subject to copyright law. It is illegal to reproduce images taken by a professional photographer or owned by someone else without the consent of the owner. The exception is official show photographs of your win. Any other image -- unless the image was taken by the advertiser -- must be used with the consent of the photographer. The advertiser member releases WHWTCA and assumes all liability regarding copyright infringement.

## **Fees:**

Full page: \$85, includes one photo

Half page: \$50, photo not included

Additional Photos: \$15 each

No additional charge for bleeds, screens, and/or reverses

Fold out page: \$273.00, plus the cost of the ad pages.

Color Cover: \$340.00, in addition to cost for cover. If the person who has the back cover also wants color, the cost may be split, that is, \$170 each.

Two pages in color: \$510.00, in addition to the cost for the two pages.

## **Fees for Preferred Placements**

Front Cover -- \$175.00, includes one photo and Cover Story, not to exceed 200 words.

Back cover -- \$160.00, includes one photo

Inside Front or Back Cover -- \$125.00, includes one photo

Pages 2 & 3 -- \$175.00, includes one photo per page

## **Payment**

Payment for ads will be accepted from members only. Make checks payable to WHWTCA and mail to the Advertising Editor. A \$25.00 charge will be made for all returned checks. All checks must be in US Funds and drawn on banks with an USA address. Any other foreign checks, money orders, etc., must include an additional \$12.00 bank service exchange fee.

## **Deadlines:**

### **Spring Issue:**

Reports and article deadline is January 15

Advertising deadline is February 5

**Summer Issue:**

Reports and article deadline is April 15

Advertising deadline is May 5

**Fall Issue:**

Reports and article deadline is July 15

Advertising deadline is August 5

**Winter Issue:**

Reports and article deadline is October 15

Advertising deadline is November 5

**Stud Dog/Brood Bitch Section**

A special section of the Spring issue of the *Westie Imprint* is devoted to half-page ads featuring brood bitches and stud dogs. Each ad includes a photo, a 3-generation pedigree, and a short statement (not to exceed 30 words) discussing the Westie's qualities, and the owner's name and contact information. Absolute deadline is February 5, and early submissions are greatly appreciated. Cost is \$50 per ad. The *Imprint* offers to CHIC registrants a \$10 discount for Stud Dog/Brood Bitch ads.

Camera-ready ads are not accepted for this special section.

**Preferred Positions - National and Roving Specialties**

For those issues so designated, the following positions will be considered as preferred positions and will be available to specific winners at the Club's National and Roving specialty shows as follows:

- Best of Breed Winner : Front Cover and pages 2-3. Also includes "Cover Story," not to exceed 200 words.
- Best of Opposite Sex Winner : Back Cover
- Best of Winners : Inside Front Cover (with option to take facing page)
- Best in Puppy Sweepstakes : Inside Back Cover (with option to take facing page)

**Preferred Positions – Annual Lottery**

For those issues not reserved for the Club's National and Roving specialty shows, the following positions will be considered as preferred positions and will be available to the winners of the annual lottery drawing:

- Front Cover with option of pages 4 & 5. Also includes "Cover Story," not to exceed 200 words.
- Inside Front Cover with option of facing page
- Back Cover
- Inside Back Cover with option of facing page
- Pages 2-3

**Editorial Opinion/Disclaimers**

The views, articles and advertising appearing in the *Westie Imprint* do not necessarily reflect the attitude or policy of the West Highland White Terrier Club of America, Inc., its members, officers, Board of Directors or Editor. WHWTCA and this publication are not responsible for errors and/or misrepresentations in advertising. The Editor reserves the right to reject or edit all material submitted for publication.

**Definitions:**

**Bleed** - when any image is supposed to print off the page. It can be a background color, usually black or gray screen, or a photograph, black & white or color. It could be a bar that runs off on one side. If the ink is to print to the edge of the paper in any portion of the ad then it will be a "bleed."

**Reverse** - any time text is lighter than the background it is usually a reverse. (This does not refer to the orientation of the image at all.) Usually the text is white on a black/gray background.

**Screen** - in this publication, screens are used mostly for background. Usually someone requests either a light or dark gray background and since the book is produced with black ink, the only way to get a gray background is to screen the black ink.

**Advertising Editor:**

All ads are to be submitted to the Advertising Editor.

Dawn Martin, Advertising Editor  
RR #1, Box 1728 Tittle Road  
Saylorsburg, PA 18353  
*westie@ptd.net*

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