

2008 WHWTCA National Specialty Catalog Advertising

Fall is fast approaching along with the crisp air and changing leaves of Montgomery County. So it's time to get your catalog ads in for the Specialty and the Sweeps. Let's make the rest of the terrier world aware how great our Westies are! We had a wonderful year in 2007 for the Westie ad section. We are showing our support for our breed by an ever expanding lot of ads in the Westie section! Let's make 2008 even better. Can we hope for the gorgeous sunshine of last fall? Get started right now by thinking up the best ad for the catalog! This is a wonderful venue for letting folks know about your regional club activities as well, so we are again providing a special rate for the regional clubs this year as we've done in the past. We will also welcome commercial ads.

And now is also the time to start thinking about your ad for the Centennial in 2009....let's try for 100 ads for 100 years and a keepsake catalog to treasure for years to come!

The costs for advertising in this year's catalogs are as follows:

Full page (without photo)	\$70.00
Half page (without photo)	\$40.00
Each photo, please add	\$10.00
Regional Club Ads	\$55.00
Commercial ads	\$150.00
For each photo please add	\$10.00

No quarter page ads will be accepted. Only full-page ads will be accepted for the commercial advertising. If ads are professionally prepared with photos embedded, there is no extra photo charge.

If you wish to use a photo, please send glossy photographs only. Original photos and those in black and white reproduce with the best quality. There is no additional charge for camera-ready drawings. MB-F and Rau must process all photographs, including those that are computer generated. Please put your name and address on the back of each photo sent; use a black felt tip pen, or address labels are fine. Provide a phone number or preferably an email address in case I need to reach you concerning your ad.

The Sweeps and Specialty are separate catalogs and produced by different superintendents. So if you want to advertise in both, you must submit separate ads with separate photographs for each catalog. Mount your ad on an 8.5" by 11" sheet of plain, white paper. In the upper right hand corner write "Westie Section" and then indicate either "MCKC" or "SWEEPS" depending on which catalog the ad is for. Please type or print your ad right onto the paper and indicate the position of the photo, drawing, logo, etc. MB-F/Rau will accept media that is computer generated. Please contact me for further information as to what MB-F/Rau will accept. Or you may go to www.infodog.com and look under HELP.

Payment in full **must** accompany your copy. Please make your checks payable to 'WHWTCA'. For other than U.S. residents, please remit your payment in U.S. funds.

I must have your ads no later than August 10, 2008. Please adhere to this strict deadline; there will be no extensions or exceptions.

Mail your copy, photos and checks to: Jane C. Kays, 26 Meyers Road, Branchville, NJ 07826-5110. **PLEASE do not send them with a signature required for delivery!** For more information or questions, call me at 973-948-6905 (leave a message and I'll get back to you if necessary) or email jkays07826@earthlink.net (I prefer email). Please put "M.C. ads" in subject line. Or you may go to MB-F's website (www.infodog.com) and go to HELP and access their rules for catalog advertising.