



2017 AKC National Championship Show Catalog

Club and Individual Advertisement Order Form

EXTENDED DEADLINE: ADS MUST BE RECEIVED BY OCTOBER 27, 2017

Please send this order form to: Venus Rodriguez, Advertising Administrator

AKC • 260 Madison Avenue • New York, NY 10016 • P: 212-696-8260 • F: 212-696-8217 • venus.rodriguez@akc.org

PLEASE SELECT AD TYPE:

☐ **CLUB** Name (please print) _____

Representative's Name _____

Title _____ E-Mail _____

☐ **INDIVIDUAL** Name (please print) _____

Dog/Kennel Name _____

Breed _____ E-Mail _____

COMPLETE BILLING INFORMATION

Address (please print) _____

City _____ State _____ Zip _____

Daytime Phone _____ Alternate Phone _____

Creative Contact Person _____

E-Mail _____ Phone _____

ALL ADS ARE FEATURED IN BOTH THE PRINT AND ONLINE VERSIONS OF THE SHOW CATALOG

AD DESCRIPTION	COLOR	QUANTITY	RATE	COST
Club/Individual – Full Page (INCLUDES 1 PHOTO)	Black & White		\$140	
Club/Individual – Full Page Ads (INCLUDES 1 PHOTO)	4-color		\$800	
\$15 charge for each additional photo			\$15	

TOTAL PAYMENT ENCLOSED \$ _____

PAYMENT METHOD:

☐ **CHECK ENCLOSED** payable to American Kennel Club: Check # _____ Check Date _____

☐ **CHARGE MY CREDIT CARD** ☐ VISA ☐ Mastercard ☐ AMEX ☐ Discover

Name on card (please print) _____

Credit Card number _____ Exp. Date _____ CID# _____

Authorized signature _____ Date signed _____

DIGITAL AD SUBMISSION GUIDELINES

SIZES: Catalog size is 5½" width x 8½" height. Full Page non-bleed ad is 4½" width x 7½" height.

- DIGITAL (press-ready) submissions are preferred.
- To forward ad photos or artwork electronically, send 300 dpi in .tif, .pdf or .jpeg format to venus.rodriguez@akc.org. Be sure to put in the subject line "AKC NAT. CHAMP ADVERTISING, [name of dog or club]."
- Please send hard copy of the digital file and this completed form to Advertising Administrator at the address above. **Please remember to note the date** you have forwarded the digital file(s).

IMPORTANT!

- If sending an ad from a previous Onofrio show catalog, you must indicate the name and date of the show where the ad appeared.
- Reproductions of pictures from show catalogs, telephone books, business cards, screen photos, faxed logos or artwork, etc., results in POOR QUALITY and are NOT GUARANTEED. Copy and Logos on dark colored background cannot be guaranteed separation.
- For any additional artwork or outside work, an additional charge will be made.
- LATE ADS MAY BE REFUSED AND/OR SUBJECT TO AN ADDITIONAL CHARGE.

CHECKLIST for submitting your ad:

- 1 Read and complete the **Order Form**.
- 2 Include your **check or credit card** information
- 3 Submit your **completed ad** or your **digital photo and text request**.

We can only consider **complete, prepaid ad forms received by October 13, 2017!**

Your ad **will NOT** appear if any of these steps are not completed.