

Promote Your Event to Over 100,000 Fanciers in the AKC's

WEEKLY

Winners GallerySM

The GAZETTE Events Calendar is no longer published, but the Weekly Winners Gallery is an even more powerful tool to promote your show!

Reach active fanciers everywhere with all the most important information about your show:

location, venue, specialties, supported entries, exhibitor info, closing date, logo and more!

In addition to being e-mailed directly to over **100,00 fanciers** (including active exhibitors, handlers and judges), the Gallery is posted each week to the AKC's popular Weekly Wins web page,

reaching **thousands of additional exhibitors** AND posted the AKC's Facebook page with over **65,000 followers!**

REACH THE GREATEST NUMBER OF EXHIBITORS AT THE LOWEST POSSIBLE COST!

With three ad-size options you can ensure that everyone knows all the info that matters well before the event and/or just before the entry close date!

WHAT'S INCLUDED IN YOUR AD

JUMBO AD \$475

Repeat ad a second week for just \$200 more

Show Name
Club Names
Show Date
Logo
Additional Logos (Up to 4)
Specialties/Supported Entries
Headline
Show Location
Venue
Exhibitor Info
Free Text
Entry Close Date
Events Offered
Website
Superintendent

BASIC AD \$375

Repeat ad a second week for just \$150 more

Show Name (Up to 2 Clubs)
Show Date
Logo
Headline
Show Location
Venue
Exhibitor Info
Entry Close Date
Events Offered
Superintendent

MINI AD \$150

Repeat ad a second week for just \$95 more

Date
Show Name (Up to 2 Clubs)
Show Location
Entry Close Date
Superintendent

Your Cluster Name Here
Month Date(s), Year – City, State
Club Name 1 & Club Name 2 & Specialty Club & Supported Entry

Your Event Headline Here

Location: City, State
Venue: The Best Convention Center, 1100 Street Drive, City, State
Events: CONF/O/AG/JSHW
Closing Date: Month Date, Year
Sup't: Onofrio
Website: akc.org

Exhibitor Info: Include all the information your exhibitors need to know about your great event.

Include any additional information about your show including select judges, sponsor information, contact information and more!

Example of Jumbo-Sized Ad (not to scale)

Fill out the Authorization Form on the back and submit to see your show in the AKC Weekly Winners Gallery

For more information or to reserve your ad, contact Rebecca Mercer at 212-696-8259, or by e-mail winshot@akc.org.

AKC Weekly Winners GallerySM Featured Event Ad Authorization Form

Indicate the Wednesday you would like your ad to run, complete the steps in the boxes listed below for the ad size of your choice and submit this form by fax to 212-696-8239 or by email to winshot@akc.org at least **three weeks prior to the run date**.

☐ **MINI AD - \$150**

- Fill out Box 1 and 4
- Fax or E-mail form

☐ **BASIC AD - \$375**

- Fill out Boxes 1, 2 and 4
- Email logo to winshot@akc.org
- Fax or E-mail form

☐ **JUMBO AD - \$475**

- Fill out Boxes 1, 2, 3 and 4
- Email logo(s) to winshot@akc.org
- Fax or E-mail form

☐ Repeat ad a second week
for just \$95 more

☐ Repeat ad a second week
for just \$150 more

☐ Repeat ad a second week
for just \$200 more

**LOGOS MUST BE BLACK & WHITE IN
JPG OR TIFF FORMAT**

Fax this form to **212-696-8239**

E-mail this form to **winshot@akc.org**

**For questions & more information contact
Rebecca Mercer at 212-696-8259**

THE WEDNESDAY I WOULD LIKE MY AD(S) TO APPEAR:

MONTH _____ DATE: _____

SECOND RUN (if applicable) MONTH: _____ DATE: _____

BOX 1 (MINI, BASIC & JUMBO)

SHOW DATE: _____

SHOW NAME (Up to Two Clubs): _____

SHOW LOCATION (City, State): _____

CLOSING DATE: _____

SUPERINTENDENT: _____

BOX 2 (BASIC & JUMBO)

HEADLINE (Up to 70 Characters): _____

EXHIBITOR INFORMATION (Up to 150 characters): _____

EVENTS OFFERED (circle all that apply):

AB	O	RLY	JSHW	S
SWPC	DS	PS	LB	AG

SHOW LOGO:

Yes No

BOX 3: (JUMBO ONLY)

INDIVIDUAL CLUB NAMES: _____

SPECIALTIES/SUPPORTED ENTRIES: _____

VENUE (NAME & ADDRESS): _____

FREE TEXT (Up to 95 characters): _____

BOX 4 (ALL)

ADVERTISING CONTACT PERSON _____

PHONE _____ E-MAIL _____

SIGNATURE _____

BILLING CONTACT _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____ E-MAIL _____

Advertising Terms & Conditions

1. All insertion orders are accepted subject to the provisions of our current rate card. Rates and other conditions are subject to change upon notice from The American Kennel Club, Inc. ("Publisher"). All first-time advertisers are requested to pre-pay the first insertion. Any future insertions will be billed after the date the publication is mailed. Net 30 days. All signed insertion orders received via facsimile are considered legally binding agreements. No terms or conditions, printed or otherwise, appearing on contracts, orders, copy instructions, or otherwise which conflict with or amend the provisions of this rate card or which are inserted unilaterally by the agency or the advertiser will be binding on the Publisher. 2. The Publisher reserves the right to decline, reject, or cancel any advertising for any reason at any time without liability, even though previously acknowledged or accepted. 3. The advertiser and its agency, if there is one, each represents that it is fully authorized to publish said advertisement and the contents therein. The advertiser and its agency, if there be one, hereby jointly and severally, indemnify and hold the Publisher harmless from and against any and all claims, damages, liabilities, obligations, losses and expenses (including without limitation attorneys' fees and disbursements) in connection with the publication of such advertisements, including without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all other claims now known or hereafter devised. All advertisements are accepted and published upon the representation by the agency and advertiser that they are authorized to grant the right to publish the entire contents and subject matter thereof in Publisher's publications and that such publication will not violate any law or infringe upon any right of any person or entity in consideration of the publication of advertisements. 4. The advertiser and agency are jointly and severally liable for payment of invoices and all other obligations in connection with advertising published in any of Publisher's publications. 5. Publisher is not responsible for errors in key numbers or advertisers' index. No refund or discount will be allowed. 6. Publisher assumes no liability for occurrences beyond the Publisher's control that prevent the producing, publishing, or distribution of the publication. 7. No agency commission on show ads. 8. Past due accounts are subject to a 2% per month interest charge. Collection costs, attorneys' fees, and court costs incurred by the AKC in collecting amounts due for any AKC publication will be paid by the advertiser and/or its agency. 9. All invoices delinquent in excess of 60 days will be subjected to an additional 10% on existing balance. 10. All invoices delinquent in excess of 90 days will be forwarded for collection.