

# KEESHOND CLUB HANDBOOK 2021/2

## Advert booking form

It is important that you read the conditions and notes on the rear of this form before making your choices

<i>All advert pages A5 size full colour</i>		
Type of advert	Prices	insert price
Single page advert	£40.00	£.....
Double spread advert	£75.00	£.....
Three page advert	£110.00	£.....
Four page advert	£140.00	£.....
Extra pages (after four) by arrangement	£.....	
£.....		
Affix list entry ( <i>on separate sheet - block capitals please</i> )	£2.00	£.....
<b>Total</b>	<b>£.....</b>	

Name: ..... Tel: .....

Address: .....

..... Email: .....

*Full payment must be made at time of booking. Cheques should be made payable to 'The Keeshond Club'. and HANDBOOK written on the reverse then sent to Mark Redler, 43 Gordon Road, Poole, Dorset BH12 1EB. Or by Bank Transfer to Lloyds Bank plc, Account Number 01207228 Sort Code 30-92-38. Payment can also be made by your PayPal account by logging in to PayPal Friends and Family and enter the email address [treasurer@keeshondclub.org.uk](mailto:treasurer@keeshondclub.org.uk) at no charge to yourself or the club.*

*I understand that the final advert layout will be done as close as possible to the preferred design but may have to be adjusted to fit page size and/or typesetting constraints. I agree to all the conditions and notes overleaf.*

Signature..... Date: .....

**Send this form, photos and attachments to the address below and specify payment details.**

advert details  photographs

affix details  payment sent via Cheque / Bank Transfer / PayPal

Sue Wilkes  
67 Chestnut Drive  
Erdington  
Birmingham  
West Mids B24 0DP

***Have you written your name and Handbook on the back of the cheque and sent it to Mark Redler? Or used Bank / PayPal?***

**CLOSING DATE IS 10 January 2022. NO BOOKING WILL BE MADE WITHOUT THE RECEIPT OF CORRECT PAYMENT**

***Adverts will be accepted from October 1<sup>st</sup>, I will deal with them in receipt order, so consider getting your photos together early.***

# Important notes

## Booking conditions

- 1 Maximum of two photographs per page.
- 2 It is the advertiser's responsibility to obtain appropriate copyright consent if required.
- 3 Only one address and/or telephone number permitted on any single booked page. If members wish to share multiple pages then each full single page charge will be applied - i.e. the multi-page discounts will not apply.
- 4 Checking copies will be sent to all advertisers who submit their copies by the closing date.
- 5 All adverts/affix material must be accompanied by the appropriate payment.
- 6 All images sent must be clearly identifiable - photos by writing the dog's name on the back; digital files by the file title. Please use the dog's full kennel name (i.e. not pet name only).
- 7 If you wish photos or discs to be returned promptly please include a stamped self-addressed envelope.
- 8 All cheques should have the sender's details and Handbook written on the reverse and sent to Mark Redler.

## Photographs, Formats & Fonts

- 1 If your photo is a film-original please send the hard copy - i.e. do not scan it yourself.
- 2 If digital photographs are to be used you can send as jpg or png files but the following should be observed:-
  - \* **Always send the highest resolution - e.g. 300 dpi minimum.** You are advised that most email browsers will, by default, reduce photos to screen resolution to keep file size low. Such copies will be of poor quality when printed. To avoid this, ensure that the camera-original file is sent. **No photograph can be successfully enhanced if the original is poor.**
  - \* Unless absolutely unavoidable never send a hard print of a digital original or cuttings from magazines etc.
  - \* Digital photographs can be sent on CD-ROM or by email to the editor. When emailing large files it is advisable to use a broadband connection. If you need help on this please contact the editor by telephone or email.
  - \* Do not attempt to enhance or change your photograph - even if it appears to need it. This is best done in the editing process. **Leads and unwanted background will be removed unless advertisers request it be retained.**
- 3 Pre-set adverts can be accepted - i.e. those that have been laid out by the client. However, in such cases they must be enclosed in a box measuring no more than 118x180mm and be presented as a graphic (e.g. **JPEG or MS Publisher files**) PDF files cannot be accepted.
- 4 While every attempt will be made to use a preferred font, the typesetter reserves the right to use alternatives. **If any advertiser needs a special font, then that must be supplied.**

## General notes for advertisers

Advertisers are reminded that the handbook is effectively a shop window of our breed and its main strength is its ability to display quality photographs of breeder's winning stock etc. Care should therefore be taken not to unbalance the page with excessive text. **An A5 page is half that of an A4 page and it is recommended that you 'test' your advertising material inside a box measuring 118x180mm before submission.** If too much material is included the typesetter has no alternative but to reduce photo and/or font sizes etc. The result is a cramped and overcrowded page with tiny pictures (such adverts are often skipped by readers who get more enjoyment from pictures). The ideal advert is a single photograph occupying about 65% of the page with the remainder for the dog's name and breeding, its key top wins and the owner's kennel and contact details. If you observe these guidelines the quality and impact of your advert will be dramatically improved.