

Cat Fanciers' Association, Inc. – 2010 Yearbook Advertising Order

DEADLINE: AUGUST 14, 2009 – FIRM. NO EXTENSIONS.

*****2010 Yearbook Available January 2010*****

Name	Daytime Phone # (Not for Publication)	E-mail
Cattery Name or Club Name (Leave blank if neither applies)		

I AM PAYING FOR AND SHARING AN AD WITH:

Name	Daytime Phone # (Not for Publication)	E-mail
Cattery Name or Club Name (Leave blank if neither applies)		

ADVERTISEMENT BY BREED – PLEASE LIST THE BREED SECTION IN WHICH YOU WOULD LIKE YOUR AD TO APPEAR (ONE BREED ONLY):

_____ Primary Breed

INDEX BY BREED – PLEASE LIST ANY ADDITIONAL BREED(S) YOU WOULD LIKE TO BE LISTED UNDER:

Additional Breed	Additional Breed	Additional Breed
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SHIPPING INFORMATION FOR 2010 YEARBOOK:

Name		
Street Address		
City	State/Country	Zip/Postal Code

SHARED AD SHIPPING INFORMATION FOR SECOND 2010 YEARBOOK:

Name		
Street Address		
City	State/Country	Zip/Postal Code

Price of Ad Includes 1 free Yearbook.

- Full Page Color ad\$380.00 (Plus Shipping)
- Full Page (B & W) ad\$285.00 (Plus Shipping)
- 2 Full Page Color ads (1 Yearbook)\$695.00 (Plus Shipping)
- 2 Full Page (B & W) ads (1 Yearbook)\$495.00 (Plus Shipping)
- Half Page Color ad\$220.00 (Plus Shipping)
- Half Page (B & W) ad\$180.00 (Plus Shipping)
- Quarter Page Color ad\$125.00 (Plus Shipping)
- Quarter Page (B & W) ad\$ 95.00 (Plus Shipping)

Shared Ad Prices: Includes 2 free Yearbooks.

- Full Page Color shared ad\$415.00 (Plus Shipping X2)
- Full Page (B & W) shared ad\$320.00 (Plus Shipping X2)
- Half Page Color shared ad\$255.00 (Plus Shipping X2)
- Half Page (B & W) shared ad\$215.00 (Plus Shipping X2)

Yearbook Shipping & Handling Fees:

- United States:** \$10.95 S&H per bookTotal \$ _____
 - Canada & Mexico:** \$14.95 S&H per bookTotal \$ _____
 - Europe:** \$15.95 S&H per bookTotal \$ _____
 - Russia & Asia:** \$16.95 S&H per bookTotal \$ _____
- Total Enclosed Including Shipping & Handling.....Total \$ _____**

Method of Payment Enclosed:

MasterCard
 Visa
 American Express
 Check/Money order (payable to CFA Yearbook.)

Card # _____ Exp. Date _____

Signature _____ Date _____

Please contact the Yearbook Department (732-528-9797, x21) if you have any further questions.

The Cat Fanciers' Association reserves the right to refuse advertising without explanation, and at the sole discretion of the association, also to alter or amend copy or layout for any cause they may for good reason think proper. Advertisements are accepted without liability for any loss or damage caused by an error in the printing thereof. We cannot guarantee or be held responsible for exact color duplication. Any changes to ad copy must be submitted in writing.

CFA YEARBOOK

ADVERTISING GUIDELINES

Important: Deadline of August 14 is FIRM and necessary to meet a January 2010 ship date.

When submitting advertisements for publication in the *CFA Yearbook*, please follow these important instructions in order to have the most effective and accurate ad possible. Keep in mind that simple ads are usually more eye catching and easier to read than those with too many photos or words.

AD LAYOUT

- Use provided advertising packet which includes ad layout sheet, ad order form and photo labels.
- Use provided layout sheet to indicate your ad layout and copy.
- Type or print all copy that you would like to appear in your ad. Be sure copy is legible to avoid errors.
- All ads, except full page ads, must read horizontally across the page.
- Put additional instructions such as preferences for specific type styles (please supply example), sizes, colors, borders, etc. on bottom of layout sheet where shown. We will try our best to provide what you specify, but cannot guarantee an exact match.
- Only CFA titles and awards may be listed. All others are not permitted.
- Only CFA registered cattery names may be used.
- Any achievements written as awards will be re-worded according to CFA standards, i.e. Highest Scoring.
- Be sure to include cat's registration number and owner(s) if cat's name will appear in ad.
- All owners of cats being pictured must be listed in ad.
- Enclose properly labeled photos.
- It is your responsibility to see that all information is correct and complete.
- We will provide professional ad layout and typesetting at no extra charge.

PHOTOS

- Photos must be original, good quality and untouched. Inkjet and laser prints and proofs will not be accepted.
- Photos can be reduced or enlarged as needed. For best results photos should be as close as possible to the size needed.
- Scan photos at 100% at 300 dpi. When doubling the size, scan at 200% at 600 dpi.
- Color photos can be used for black and white ads.
- Do not use a photo of a black cat on red background for a black and white ad. Red shows up as black when printed in black and white.
- Photos depicting cats in an unrestrained outdoor setting are not permitted.
- All photos must be of cat(s) only. Any photo(s) containing people (judges, exhibitors, etc.) are not permitted.
- Do not write directly on photos. Label photos on back with cat's name, registration number, description, breeder and owner.
- Do not attach (paper clip, staple or glue) photos to other work.
- Do not cut photos. We will crop photos per your instructions.

DIGITAL CAMERA PHOTOS

- Digital photos can be reduced as needed. For best results digital photos should be taken at size needed.
- All digital photos should be taken at 300 dpi and saved as JPEG or TIFF files. TIFF is preferred over JPEG.

CAMERA READY ADS

- A Camera Ready ad must meet the above criteria for ad layout and photos.
- A Camera Ready ad must be submitted as an Adobe Acrobat .pdf file.
- A CD or DVD must be supplied that includes the Adobe Acrobat .pdf file and all photos, fonts, logos and artwork used in the ad.
- You will be required to adjust ads which are not in the specified format or which do not meet the publisher's standards.

AD PROOFS

Ad proofs are not submitted to advertisers. Please double check your entire ad. The editorial staff will make every attempt to edit and proofread accurately. In the event of an error, we are truly sorry - we cannot be held responsible.

AD PAYMENT

- Enclose payment (check, money order or Visa, American Express or MasterCard number with expiration date).
- Do not include any other work such as transfers of ownership, litter registrations, literature orders, etc. with ad submission.

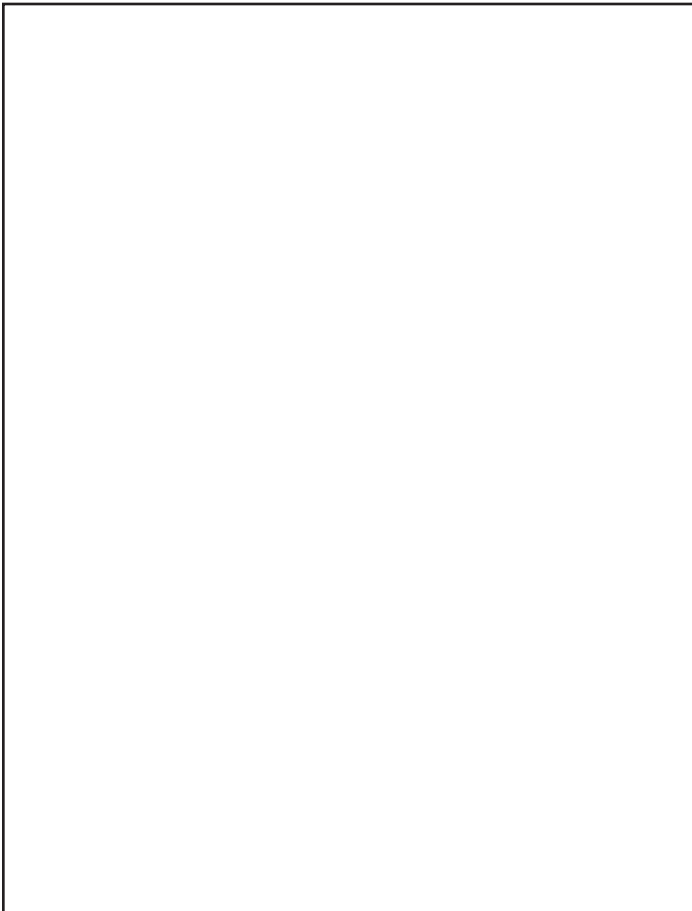
For help please contact Shelly Borawski at the Publications Office – 732-528-9797, ext. 21

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Half page ad size is 7.5 wide" x 4.75" high. Use this layout.



Quarter page ad size is
3.625" wide x 4.75" high. Use this layout.



Advertising Layout Checklist

In The Appropriate Layout Area Provided:

- Include all text as you want to appear in your ad.
- Indicate size and location of photos, text, artwork and logo.
- Layout area must only include contact information to be published.

Check Appropriate Boxes:

Ad Layout:

- Follow layout exactly as shown.
- Improve or design layout for me.

Color Ad Background:

- Color I choose is _____
- Choose color for me

Black and White Ad Background:

- Black
- White
- Gray

Remember Too:

- Type or print clearly all ad copy.
- Spell check all text in your ad.
- Read the Advertising Guidelines on the back of the Advertising Form.
- Use the provided layout space for your full, half or quarter page ad.

Full page ad size is 7.5" wide x 10" high. Use this layout.

Full page ad with bleed (extends off page edges) size is 8.75" wide x 11.25" high.

If the photo or background is to bleed, the photo or background needs to extend a .125" off the edges of the page.

However, any copy, photos, etc. that are not to bleed need to stay within the 7.5" wide x 10" high ad size.