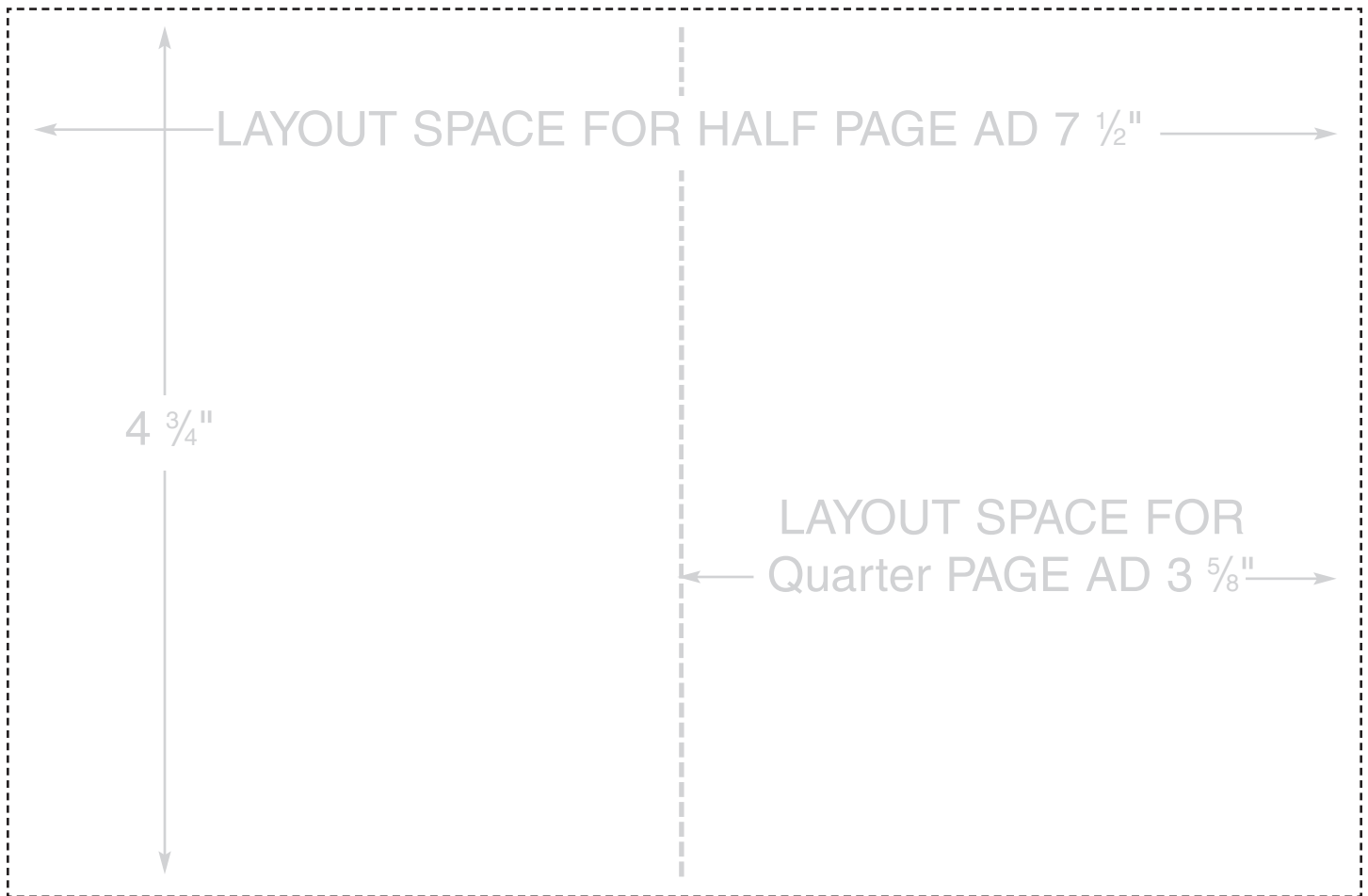


Print rough layout on sheet below within areas marked – full page, ½ page, etc.
Avoid Errors – Type or Print Clearly. If you want specific art or logo, please enclose two (2) CLEAR black & white copies.



Half Page Ad or Quarter Page Ad

If you would like your photo to bleed to the edge of the half page ad space, your photo must extend to the size of the dotted line.

Be sure to include in the layout area:

- ✓ All text as you want it to appear in your ad.
- ✓ All owners of pictured cats.
- ✓ Show approximate size and location of photos.

Please check the appropriate box:

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

If neither is indicated, we will reset ad to match your layout as closely as possible.

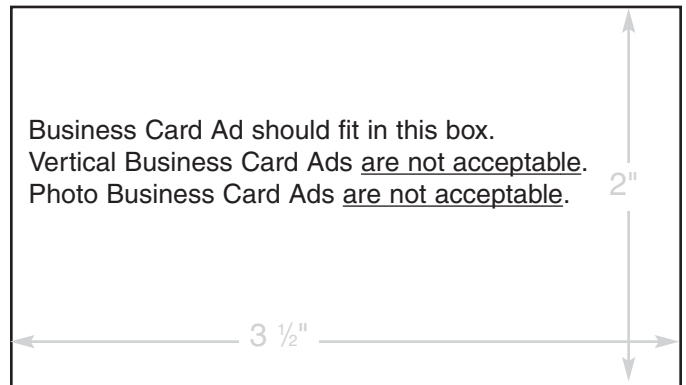
Color Ad – background:

- Black
- White
- Other _____
- Choose color for me.

Black and White Ad – background:

- Black
- White
- Gray

Contact Information – Please Note: Layout area must only include contact information to be published.



Business Card Ad

Be sure to include the cat's name and registration number for all photos submitted.

Please use the appropriate layout area for your ad.

- ✓ If you are placing a full page ad, please use the other side of this sheet.
- ✓ If you are placing a half page or quarter page ad, use the above space.
- ✓ If you are placing a business card ad, include two (2) original clean business cards.

Full Page Ad

LAYOUT SPACE FOR FULL PAGE AD

Full Bleed W=8 $\frac{3}{4}$ " X H=11 $\frac{1}{4}$ "
constrain content not intended to bleed to 7 $\frac{1}{2}$ " X 10"
trim area 8 $\frac{1}{2}$ " X 11" (allow $\frac{1}{8}$ " for bleed)

Full Page Bleed Ad – if you want your photo to bleed to edge of page, your photo has to be $\frac{1}{8}$ " larger than this sheet of paper.