

The Bearded Collie Club Year Book 2009



**CLOSING DATE
24 OCTOBER 2009**

INSTRUCTIONS TO ADVERTISERS

- A. **HD X-RAY POSITION OF DOGS & BITCHES** - It is the policy of the Bearded Collie Club that **ALL** dogs mentioned in advertisements or Roll of Honour, in Club Publications should all have their HD X-ray status shown. Provision is made for this on the Roll of Honour Forms. Advertisers **MUST** therefore make provision in their text to indicate the status of any dog or bitch mentioned of which they are the owner, with the exception of Roll of Honour dogs where only the principle dog's status should be included. The information may be abbreviated as follows if you wish:

“**NX**” for dogs not X-rayed

“**X**” for dogs, which have been X-rayed but not scored.

“**XS**” for dogs which have been X-rayed and scored..

Provision will be made in each section of the book to explain these abbreviations. If no indication is given the Editor reserves the right to show the dog(s) as “NX”.

- B. Adverts should be sent to be received by the editor no later than 24 October 2009
- C. Copy and instructions should be on a single sheet of A4 size paper (the size of this letter).
- D. Only **ONE PHOTOGRAPH** per full page or half page advert is included in the prices quoted below. **NOTE:** Half Page adverts will appear at the **BACK** of the full page adverts.
- E. The cost of advertising is **£17.00** for a half page and **£34.00** for a full page, black & white. (**£5.00** extra for 2 photographs on a **FULL** page only).
- F. Awards Won Overseas (Pink Form). Instructions are on the reverse of the form. The cost is **£10.00** per dog

IT IS YOUR RESPONSIBILITY TO ENSURE ALL THE INFORMATION IS CORRECT ON THIS FORM.

- G. Payments must be made in **POUNDS STERLING** and made out to **THE BEARDED COLLIE CLUB** (PLEASE DO NOT SEND CASH)
- H. Please see overleaf for notes regarding submission of copy.

PLEASE NOTE UNLESS OTHERWISE STATED PHOTOGRAPHS WILL BE CROPPED TO SHOW THE DOG ONLY.

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Notes regarding submission of copy/photographs

A-Tec Print Ltd use Mac & PC. Proof read copy must be submitted in Word, not paged up, or Paged in Quark Xpress 7 on CD or Zip disk and should be accompanied by a paper copy for proof reading.

If you wish to page up your own advert and do not use Quark Xpress 7 please email; beardedcollie@atecprint.com for instructions. **DO NOT** send your advert until **AFTER** you have received instructions from A-Tec Print Ltd. **ALL ADVERTS MUST HAVE THE EDITOR'S CONSENT BEFORE PUBLISHING**

Overseas members may send proof ready copy on CD with a paper copy for proof reading. **PLEASE SEND TO THE EDITOR ONLY AND PLEASE NOTE THAT BROMIDE OR FILM WILL NOT BE ACCEPTED.**

Photographs – **Good quality original photographs reproduce best.** Please do not cut photographs or write on them – just tell us what you want. If you have alterations made by an agency, or if you alter photographs on your own computer, please save and submit as below.

Note – The first photograph is included in the price charged

Every EXTRA photograph is charged at £5.00.
FULL PAGE BLED –OFF PHOTOGRAPHS with either black print
or reversed out white print are charged at **£10.00** extra

*Note – Please allow at least 5mm around the required area of
bled-off photographs to allow for cutting*

PHOTOCOPIES OF PHOTOGRAPHS ARE NOT ACCEPTED

Scanned photos – must be saved in **PC Format** as a **TIFF Image** at **300 dpi** resolution. This has nothing to do with Digital Photographs. This only applies to SLR Photographs that have been changed in Photoshop or Scanned

Digital photos –
must be at least **1600 pixels by 1200 pixels** or better,
using **NORMAL COMPRESSION** (i.e. the *least* compression)
The file size will be approx. **850k** at these settings

This will be a JPEG file.

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