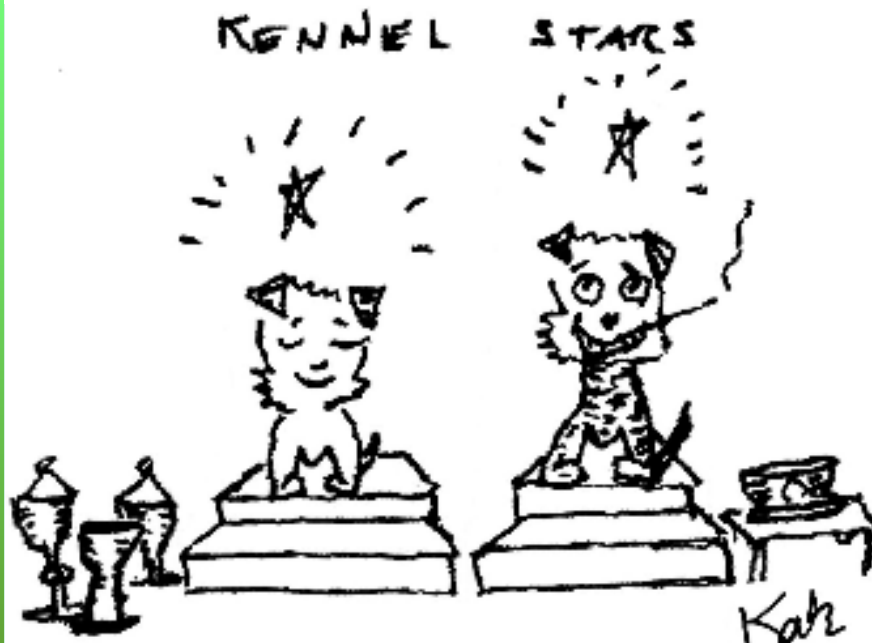


SUPPORT THE BORDERLINE PLACE AN AD



Here are some Guidelines and Policies for Advertising Submitted for Publication in the Borderline

Advertising can be a creative and effective way to communicate to friends, members, and potential members, a service, an accomplishment, a brag etc. Ads also offer the opportunity to pay tribute to those dogs who have passed on, those that are brand new to our families, and those who are accomplishing great things in our daily lives. One can say anything they want in an AD. You can brag, show off, and be creative....

As years go by, Ads are a great way future members to take pride in our history and make comparisons to current accomplishments. Over time, they tell a great story. So please consider showing off your great Border Terrier in our Borderline. I remember one person who placed an AD because her puppy passed puppy Kindergarten after the 3rd attempt!!!

Here are some things to consider:

Costs:

Full Page:

- Member Display and Commercial: \$60.00
- • Non-Member Commercial: \$85.00

Three Quarter Page:

- Member Display and Commercial: \$50.00
- • Non-Member Commercial: \$75.00

Half Page:

- Member Display and Commercial: \$35.00
- Non-Member Commercial: \$55.00

Quarter page:

- Member Display and Commercial: \$25.00(no photo)
- Non-Member Commercial: \$35.00 (no photo)

Commercial advertising is defined as those ads that sell a product or service

Display Advertising is defined as ads that either showcase a kennel, dog, or breeder.

Non-members may not place any stud service, puppy sale or any type of display ads relating to those services.

U.S. and Foreign Border Terrier Clubs will be charged at member rates. All funds must be US currency.

No changes will be made on ads after the deadline. Review your ad carefully before submitting.

All payments for Ads must be received by the Treasurer by the deadline of the issue the AD will be published.

Photos for ads must be electronically submitted in jpeg form. 3 photo limit for full page ads and a 2 photo limit on half page ads.

Please send advertising in Word or Pages format if we are setting up ad. We can not use excel or numbers format. PDF camera ready if ad is done already.

Formatting Requirements: All completed ads must have ½ inch margins top, right and left of document. The bottom margin must be ¾ inch for pagination and conformity with The Borderline layout requirements. The ad copy cannot be bleeding to the margins.

Editorial Assistance: The editorial committee can assist members in putting together Ads. If a member requests assistance putting an AD together, the editor will need all photos, text and ideas submitted by the deadline of issue of publication. If a proof of the ad is desired submission is 7 days prior the deadline.

Artwork by Kate Murphy