

ADVERTISER'S ORDER

AD# _____

All advertising orders are subject to club approval. Orders and fees MUST be sent to the MEMBER CLUB

For Office Use Only
ShowClub Name _____ Date 04-16-2023
(Name of MEMBER CLUB)

Advertiser's Name: _____

Signature: _____ Date: _____

Address: _____

Phone: _____ Amount Enclosed: \$ _____ Payable to: _____
(Name of MEMBER CLUB)

AD COSTS

Individuals: Full Page(7-3/8"x9-1/4") \$ _____ 1/2 Page(7-3/8"x4-5/8") \$ _____ 1/4 Page(7-3/8"x2-1/4") \$ _____ Business Card(3-5/8"x2-1/4")- MUST BE IN MULTIPLES OF TWO) \$ _____Businesses: Full Page(7-3/8"x9-1/4") \$ _____ 1/2 Page(7-3/8"x4-5/8") \$ _____ 1/4 Page(7-3/8"x2-1/4") \$ _____ Business Card(3-5/8"x2-1/4")- MUST BE IN MULTIPLES OF TWO) \$ _____*** SEE REVERSE FOR AD LAYOUT SHEET *** PHOTO Enclosed- Add \$ _____ for EACH PHOTO. Photos will be returned after the show (or enclose SASE)
(The cost of making a halftone from each PHOTO is charged to the advertiser. **NOTE that any ad containing a photographic image is subject to the "per Photo" charge.**) CAMERA READY ART Enclosed (Logo, Line Drawing, etc) Return Art (unless checked, Art will not be returned) TEAR SHEET FROM PAST CATALOG (Original photo required- Halftones on tear sheets are NOT acceptable)

KC Name & Date of Catalog _____

 DO NOT EDIT AD Ads are subject to editing by the advertising staff if the copy not clear of intent or if it includes too much copy and/or photographs for the space allowed.

TIPS TO ADVERTISERS

PLEASE TYPEWRITE OR PRINT PLAINLY ALL COPY

A few well chosen words make a more attractive advertisement

NO ADS on less than Quarter Page (except that 2 Business Cards may be put on a 1/4 Page)

Please submit CLEAR PHOTOGRAPHS (Black & White preferred) - PMT or Negative halftones are NOT accepted

Unless AD is camera ready, the composition will be at advertising staff's discretion. Ads on Disc MUST have hard copy included.

Any Additional ART WORK or CAMERA WORK will incur an additional charge

Be sure all PHOTOS, ART WORK etc. to be returned is labeled on the back with Name & Address & that envelope is noted- DO NOT BEND, FOLD or STAPLE

Photos to be stripped into circles or ovals should have plenty of background available

MAIL ADS TO: _____

(Club Ad Chair Name & Address)

LABEL ALL ADS "DO NOT FOLD" Club Ad Chair Phone # _____

DEADLINE FOR ALL ADS IS: _____

Full Page
(7-3/8"x9-1/4")

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←----- Business Card
(3-5/8"x2-1/4")

1/4 Page
(7-3/8"x2-1/4")

Half Page
(7-3/8"x4-5/8*)

NOTES & INSTRUCTIONS

2022 Club ad cost = \$47.30 per page PLUS \$9.95 per photo. **NOTE** that any ad containing a photographic image is subject to the “per Photo” charge. Business card size ads must be in multiples of 2 as single business cards will be charged at the ¼ page rate. The usual charge to an individual advertiser is \$100 for a full page ad (plus photo charges) and \$125 to a business advertiser with smaller ad sizes prorated.

2023 Catalog Ad Deadline is WEDNESDAY, March 1st. Ads submitted after this date may not be accepted &, if they are, may incur a LATE AD CHARGE.

All ads submitted must be accompanied by an advertisers order sheet indicating advertisers name & size of ad and a hard copy of the ad showing text &, if appropriate, location & orientation of photos. Fill in the order sheet with your club’s name, cost for ads, your club’s ad chair info & deadline before disbursing.

Each club must submit an advertisers listing sheet showing a recap of all ads submitted, advertiser’s name, ad size, whether ad has photo(s) & location of each ad in the catalog.

Ads should be submitted to Greg Benkiser by

MAIL PO Box 1876, Cumming, GA 30028-1876. If mailing PHOTOS, be sure to label envelope “PHOTOS- DO NOT BEND”

HAND DELIVERY 6985 Matt Hwy, Cumming, GA 30028-3122 If sending express mail or etc, make sure to label envelope “PHOTOS- DO NOT BEND” & indicate “NO DELIVERY SIGNATURE REQUIRED”

EMAIL sugre95@aol.com either in a .doc or .jpeg format. Note that neither Greg, CSCA nor Onofrio will have any liability for ads submitted by email. All emailed ads should be accompanied by a hard copy for accuracy purposes. Note that all photos, unless ad is 100% “Camera Ready”, will still incur a per photo charge.

Ads sent directly to Onofrio without Greg’s approval will be rejected.

Any questions? Call Greg 770-866-0684 cel