

The Cavalier King Charles Spaniel Club
YEARBOOK VOL 54 2017

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ADVERTISING IN THE 2017 YEARBOOK (UK + Overseas Members)

Members are invited to place an advertisement in the next edition of the Club Yearbook, which will be published at the Club's Championship show on 3rd March 2018. Members wishing to take space should use the Advertisement Order Form supplied overleaf. Please note that only orders placed by Club members can be accepted. No advertisements will be accepted until payment has been received. You can either submit camera-ready art or prepare a layout and our printer will type set your advert.

Camera ready art - advertising to fit the size 156mm x 216mm which includes a 3mm background bleed. It is best to keep photos and wording at least 5mm from the edges of the page.

- Files may be in the formats Jpeg, Tiff, Pdf (Press quality) . We **will not** accept Microsoft Publisher, Excel or Powerpoint.
- All images must be at least 300 DPI and scanned to the actual size to be used in the advert

Layout - If a paper copy then text should be typed if possible or sent as a Microsoft Word or as an Image file. Please note we can not guarantee to match all typefaces.

- Indicate where photos are to be placed and add the name of the dog and your name and address on the back of any hard copy photos. Use only a permanent marker and cover your writing with a piece of clear tape so that the ink does not bleed into other photos. Beware of indentations on the photo which may show when scanned in.
- Please proof read your text and ensure all names are spelt correctly
- If you are sending a digital photo, to ensure an acceptable quality of print we strongly recommend it should be taken with a camera of no less than 3 mega pixels
- If you are sending a photo that is in an electronic format, it must be scanned to the actual size to be used in the advert or larger and at 300 DPI, if there is a cropping issue please provide details.

How to send your advertisement - If you have camera ready art or electronic prepared layout, photos and text up to **2GB** you can upload them direct to www.imprex.wetransfer.com provided you have paid online through the Clubs website. In the message box please add your name and kennel name. If you have difficulties or questions please email advert@imprex.co.uk. Adverts submitted will not be processed until payment is received. Alternatively they may be submitted on CD provided that **a computer printout complete with pictures is included** or you can send your paper layout and hard copy photos. Adverts should be sent to the address at the foot of the order form page. On no account must copy be sent direct to the printers; if necessary they will contact you by email. If you wish your photos to be returned by post, after publication, please provide an appropriate sized SAE, marked photographs.

If you do not complete the form correctly your advert will not appear in the Yearbook.

Proofs – If you wish to check your own Proofs, purely as a spelling and punctuation check, enclose a **1st Class SAE** (2nd class will invalidate). Unfortunately no discussions about spacing and size of text can be entered into due to printing time constraints.

Payment and Deadlines – deadline for postal advertisements is **Postmarked 2nd December 2017**, any copy received after postmark deadline date will be returned unopened. **Hand delivered** copy will be accepted at **LKA Show**. As an added incentive a discount of 10% on the published prices is offered to those able to submit their copy by an earlier deadline of 9th November 2017.

- Payment online is available on the Clubs web site www.thecavalierclub.co.uk
- Cheques or Postal Orders must be made payable to Imprex (UK) Ltd
- Overseas members are advised to send their adverts by Airmail rather than a Courier service as these nearly always arrive too late, using the file transfer facility would be the preferred option.

**THE CAVALIER KING CHARLES SPANIEL YEARBOOK 2016 (VOL 53)
ADVERTISEMENT ORDER FORM**

We need to stick to deadlines and in particular we must have your **copy** and payment on time if you are taking advantage of the earlier deadline discount of 10%

Name _____ Affix _____

Address _____

Telephone Number _____ Email _____

PAY ON LINE REF. NUMBER

Should you fail to complete and return this form, your advert will not be accepted.

Please reserve advertisement space as follows, I enclose (state number) photographs.

	£
FULL COLOUR PAGE @ £60 (2 photos free per page)	
2 FULL PAGES COLOUR @ £100 (4 free photos)	
FULL PAGE MONO @ £30 (2 photos free per page)	
HALF PAGE MONO @ £15 (1 photo free)	
HALF PAGE COLOUR @ £30 (1 photo free)	
EXTRA PHOTO SURCHARGE COLOUR PHOTOS @ £10 MONO PHOTOS @ £5	
SUB TOTAL	
Less 10% if submitted by 9 th November 2017 (NO amendments allowed after this date, if discount is taken)	
<u>TOTAL (PAYABLE TO IMPREX (UK) LTD)</u>	

Photographs must be clearly marked on the back with the name of the dog and name and address of the owner.

**Send this form with your copy, photographs and payment to:-
IMPREX (UK) LTD,
HERONWOOD, 38 STONESFIELD ROAD
COMBE, OXFORDSHIRE OX29 8PE**

KEEP TO DEADLINE : 2nd DECEMBER 2017