

The Cavalier King Charles Spaniel Club
YEARBOOK VOL 55 2018

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ADVERTISING IN THE 2018 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 2nd March 2019. 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. **The Club accepts no responsibility for health test claims made in adverts and members are politely reminded that they need to be able to substantiate any claims made.** 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 meet the requirements of the attached chart, the background image must fit the size 154mm x 216mm which includes a 3mm background bleed. Text and photos should be included in an inner area of 148mm x 210mm with wording at least 8mm from the top/ bottom edges and 14mm clear of the side 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
- Please note most files are produced in RGB colour whereas the yearbook is printed in CMYK pantone. So the final version may be a different shade of colour to that you submitted. If this is a concern please submit advert in CMYK pantone.

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.
- 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 you can upload them direct to www.imprex.wetransfer.com and pay 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.

Payment and Deadlines – deadline for postal advertisements is **Postmarked 31st December 2018**, any copy received after postmark deadline date will be returned unopened. 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 26th November 2018.

- Payment online is available on the Clubs web site www.thecavalierclub.co.uk there are **no additional fees** for debit / credit card payments
- Cheques must be made payable to Imprex (UK) Ltd
- Overseas members are advised to send their adverts by using the file transfer facility.

**THE CAVALIER KING CHARLES SPANIEL YEARBOOK 2018 (VOL 55)
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 @ £65 (2 photos free per page)	
2 FULL PAGES COLOUR @ £110 (4 free photos)	
FULL PAGE MONO @ £30 (2 photos free per page)	
EXTRA PHOTO SURCHARGE COLOUR PHOTOS @ £10 MONO PHOTOS @ £5	
SUB TOTAL	
Less 10% if submitted by 26 th November 2018 (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 : 31st DECEMBER 2018

FULL PAGE WITH BLEED (154 mm x 216 mm)

