

BARKS ADVERTISEMENT INFORMATION

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The following information is to help when submitting items to BARKS for publication. Please use the following information when laying out your advertisements. Naming your files are very important, please use the specified names listed below. If you have questions please contact:

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BTCA Publication Guidelines do no allow photographic retouching of images.

Advertisement Specifications:

Full Page Ad: 4 3/4" W x 7 13/16" H

Half Page Ad: 4 3/4" W x 4 5/16" H

Please make sure all elements of your ad fit within these dimensions.

Submission Requirements:

Photos: 300dpi RGB color tiff or jpeg (tiff preferred)

Line Art: minimum of 600-800 dpi grayscale tiff or bitmap

Text Documents: .doc (ASCII text format preferred)

NOTE: .pub files or .pdf files are unacceptable

File Naming Nomenclature:

Please use upper and lowercase letters as shown below.

- For advertising text documents - kennelnameADTEXT.doc
- For photos of dogs - kennelnameCALLNAME.tif (or jpg)
- For other artwork - kennelnameLOGO.tif (or jpg), kennelnameSHOOTING STAR.tif (or jpg)
- For critiques, articles and reports - clubnameCRIT.doc, clubnameREG.doc, committeenameRPT.doc, committeenameARTL.doc

Discs, Hard Copies and Photos:

Label all with your name, kennel name and your contact information.

Include all titles and names in full, spelled as they are recorded by the AKC.

Additional charges:

Extra charges apply to special artwork, additional photos and other design elements. See page 1 *BARKS*.

Payment:

Include payment by check, money order or credit card, payable in US funds to the Bull Terrier Club of America, Inc. If paying by credit card, please send Name on Card - Card Number - Expiration Date.

NOTE: No Advertising Will Be Accepted Without Payment.

Mail all materials: Fees, copy sheet, photos, and layout with your Name, Dog's Name, Prefix, all in a single envelope. If you send a stamped, self-addressed envelope, it will help to assure quick return of your photos.

Please adhere to the closing date. There is no guarantee of inclusion if the material is received after the submission deadline. The advertisement cannot be accept after the closing date.

Additional Helpful Tips, Hints and Information:

1. Include a hard copy layout indicating what you want the ad to look like and also a disk if possible.

2. Enclose an original photograph.

Please specify "dog only" or "entire photo".

3. You may send a scanned photo, as long as it meets the requirements.

- Most home office scanners do not produce the high quality scans needed for good reproduction and files of this resolution can be very large. Please save the photograph as a tiff and title it per the Submission Requirements.

Please keep in mind that photos printed on desktop printers and poor quality photographs will not reproduce well. The best results are obtained from sharply focused original photographs with a glossy finish.

- Original photographic prints or art is preferable to scans.

- Digital photos are preferable to original photographic prints provided they meet the specification requirements.

- Scan photos at a minimum of 300 dpi and slightly oversized for what is needed in ad.

NOTE: for print one needs approximately 4 times the resolution required for the web or screen display.

- RGB (color) is preferable to grayscale or black and white.

- .jpg (jpeg) is acceptable as long as you realize and understand that jpeg is a "lossy compression scheme" meaning when you use it you actually lose photo quality because image data is deleted when the file is compressed.

4. Label photos by using a pre-written sticker with your name, address, and the dog's name. Include all titles and names in full, spelled as they are recorded by the AKC. Do not write or print directly on the back of the photo. Due to the "plastic" substrate the photos are on the ink dries slowly (sometimes not at all) and easily offsets onto the emulsion of the next photo and many times cannot be removed. Make sure that the ink has dried thoroughly before stacking the photos.

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