



# The RECORD 2017

The Bull Terrier Club of America, Inc.

Dedicated to the preservation of Bull Terrier History

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**DEADLINE FOR The RECORD 2017 is February 28, 2018**

**Friend of The RECORD**

**\$5.00**

Be a friend of The Record. Your support is important! Please send your name and kennel prefix.

**Memorials**

Full page memorial

**\$60.00**

A memorial listing for your best friend with name and owner **\$5.00**

**ROM Titlist**

**\$30.00**

If your Bull Terrier was awarded a RECOGNITION OF MERIT title in 2015, a photo with the dog's name can be placed in the Awards section of The RECORD. There are two dogs featured on each page.

**Stud Dog Emeritus and Brood Bitch Emeritus**

If your Bull Terrier was recognized as a Stud Dog Emeritus or Brood Bitch Emeritus for 2015, a photo with the dog's name will be placed at **NO CHARGE** in the Stud Dog Emeritus or Brood Bitch Emeritus section in the Awards section of The RECORD.

**The Stud Dog Gallery**

**\$45.00**

Send his best photo, three generation pedigree, owner's name and contact information and ad copy of fifty (50) words or less.

**The Ladies – Brood Bitches**

**\$45.00**

If you have bred or own a bitch that has produced a Champion, ROM champion, Specialty Winner or Silverwood Winner, send her best photo with the names of her Champion, ROM champion, Specialty Winning or Silverwood Winning produce, the names of her sire and dam and indicate if you are the breeder and/or owner of the bitch.

**Regular Advertisements**

*Inside Front Cover (Color)*

**\$300.00**

*Inside Back Cover (Color)*

**\$300.00**

*Full page advertisement (Color)*

**\$75.00**

*Additional ad pages (Color)*

**\$50.00**

*Half-page ad (Color)*

**\$45.00**

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**Ads must be submitted in word or pdf files and formatted to 6" by 9" with 0.5" margins**

**Preparing your advertisement: KEEP IT SIMPLE for MAXIMUM IMPACT!**

**Submission Requirements:**

**Photographs: Minimum 300 dpi. RGB color .tiff or .jpg** (.tiff preferred – .jpg is acceptable with the realization that photo quality will be lost when the file is compressed)

**Line Art: Minimum 600 – 800 dpi grayscale tiff**

**Text Documents: Word Document (.doc). .pdf files are acceptable, but no corrections can be made!**

**NOTE: .pub files are unacceptable.**

**File Naming Nomenclature:**

Please use upper and lower case letters as shown.

- Advertising text documents: kennelnameADTEXT.doc

- Photographs of dogs: kennelnameDOGSNAME.tif or kennelnameDOGSNAME.jpg
- Photographs of artwork: kennelnameLOGO.tif or kennelnameLOGO.jpg

**HARD COPIES AND PHOTOGRAPHS:**

Label all with your name, kennel name and contact information. Include all titles and names in full, as recorded by the American Kennel Club. Do not write directly on the back of the photographs. Please label with a pre-written sticker. Please specify "dog only", "entire photo" or any other cropping specifications.

**Additional helpful information:**

- Include a hard copy of how you would like the ad to be laid out.
- Glossy original photographs are preferred over scanned photographs. Scanned photographs must be **MINIMUM of 300 dpi**. Save scanned photos as listed above. **COLOR PHOTOGRAPHS ONLY!**
- Submit photographs slightly oversized than what is required for the advertisement.
- Digital photographs are preferable to original photographs provided the photographs meet listed specification requirements.

**ARTISTS and PHOTOGRAPHERS**

The Bull Terrier fancy is interested in your breed-related work depicting the "true" nature of our Bull Terriers. Please send photographs or photographs of your work. Photo credit will be given for all photographs.

**BTCA Publication Guidelines DO NOT allow photographic retouching of images.**

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**Submit payment by check, money order, PayPal or credit card in U.S. funds to  
The Bull Terrier Club of America**

*If paying by PayPal send to [BTCARecord2017@gmail.com](mailto:BTCARecord2017@gmail.com)*

*If payment by credit card (VISA or MasterCard)*



*Please send name on card, card number and expiration date.*

**NO ADVERTISEMENTS WILL BE ACCEPTED WITHOUT PAYMENT!**

*There is no guarantee of inclusion if submissions are received after the deadline date.*

**DEADLINE FOR SUBMISSIONS IS FEBRUARY 28, 2018**

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Mail all materials (fees, copy, disk, photographs and layout) with your name, kennel name and dog's name in a single envelope. **Please include a self-addressed stamped envelope if you want your materials returned.**

**Send to: Naomi Waynee, The RECORD Editor  
19135 West Taylor Street  
Buckeye, AZ 85326-8506**

**or: [nwaynee@gmail.com](mailto:nwaynee@gmail.com)**

If you have any questions please contact Naomi Waynee at 602-319-4610 or [nwaynee@gmail.com](mailto:nwaynee@gmail.com)