



# The RECORD 2023

The Bull Terrier Club of America, Inc.

Dedicated to the preservation of Bull Terrier History

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*The RECORD Deadline is December 31, 2024*

## *Memorials*

Full page memorial (1 - 2 pages)

**\$60.00**

## *Stud Dog Emeritus and Brood Bitch Emeritus*

If your Bull Terrier was recognized as a Stud Dog Emeritus or Brood Bitch Emeritus for 2021, 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.

## *Regular Advertisements*

<i>Inside Front Cover (Color)</i>	<b>\$300.00</b>
<i>Inside Back Cover (Color)</i>	<b>\$300.00</b>
<i>Full Page Ad (Color)</i>	<b>\$75.00</b>
<i>Additional Adpages (Color)</i>	<b>\$50.00/page</b>
<i>Half Page Ad (Color)</i>	<b>\$45.00</b>
<i>Club ads (Color)</i>	<b>\$60.00</b>
<i>Charge to layout ads</i>	<b>\$25.00</b>

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

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**Ads must be submitted in word or pdf files and formatted to 8.5" by 11" with 0.25" margins.  
Ads submitted in any other format will be returned!**

## *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.) or .pdf files only***

***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, ZELLE or credit card in U.S. funds to  
The Bull Terrier Club of America**

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



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

***Advertisements will not be accepted without payment. There is no guarantee of inclusion if submissions are received after the deadline date.***

***DEADLINE IS December 31, 2024  
NO EXCEPTIONS!***

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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**

If you have any questions, please contact Naomi Waynee at 602-319-4610 or nwaynee@gmail.com