

## 2018 SCA BULLETIN ADVERTISING RATES

(Ad Specifications are on Page 2)

<b>Size</b>	<b>Business Cards</b> (Members Only)	<b>One Full Page Ad</b>	<b>Multiple Full Page Ads</b> (2 or more pages)	<b>One Half Page Ad</b>	<b>One Quarter Page Ad</b>
<b>Frequency</b> ↓					
<b>Per Issue</b>	\$10.00 Size: 3 1/2:" x 2"	\$60.00 (Up to 4 pictures)	\$45.00 per page, per issue (Up to 4 pictures)	\$30.00 (Up to 2 picture )	\$20.00 (1 picture only)
<b>Same Ad Per Year</b> (All issues)	\$30.00 Size: 3 1/2:" x 2"	\$45.00 (Up to 4 pictures)	\$35.00 per page, per issue	\$20.00 (Up to 2 picture only)	\$15.00 (1 picture only)
<b>Special Placements</b>					
<b>Front Cover</b> (Per issue)	N/A	\$100.00	N/A	N/A	N/A
<b>Back Cover</b> (Per issue)	N/A	\$90.00	N/A	N/A	N/A
<b>Centre Pages</b> (Per issue)	N/A	\$80.00 per page	N/A	N/A	N/A
<b>Preferred Placement Ads</b> (per issue)	N/A	\$70.00 per page	N/A	N/A	N/A

**Check with the Advertising Manager in advance for availability of the Special Placement pages.**

## 2018 SCA BULLETIN ADVERTISING SPECIFICATIONS

Creation or design of all ads is included in the advertising fee for each size and type of ad with the exception of business cards. *\*\*Mardeck Graphic Design (MGD) would be pleased to provide you with a quote for designing your business cards or updating your existing cards and can be reached at [info@mardeckgraphicdesign.com](mailto:info@mardeckgraphicdesign.com)*

All advertising fees must be paid to the SCA Treasurer prior to any ad being published. MGD is looking forward to working with each advertiser to create the look and message they want their ad to deliver. When selecting the picture/s you wish to use in your ad, please make sure they are easy to see clearly. Scan the pictures and attach them to an email with the people and dog/s in the photograph identified as you want them to appear in the ad. If you have a theme you want used for your ad, please identify the theme when you submit your ad content. We will do our best to support your vision.

Once MGD has created the ad, the advertiser will be sent a “draft copy” to review and approve, or to suggest changes that might need to be made. Once approved by the advertiser the final copy will be placed in the Bulletin for publishing. Should an advertiser wish to create their own ad, or have another Graphic Designer create one for them that is fine, however fees will not be discounted as the service is already included in the fee. Those ads created for submission must also meet the Bulletin’s criteria as follows:

- Must be 72 dpi to a maximum 150 dpi (if it is over 150 dpi it will be reduced by MGD) before publishing.
- Must be designed as follows (with or without borders):
  - 8 ½ x 11 inch for a full-size page, maximum 4 pictures
  - 8 ½ x 5 ½ for a half page, maximum 2 pictures
  - 8 ½ x 2 ¾ for a quarter page, one picture only
- Must only contain the number of pictures allowed for the size of the ad.
- Must not use any graphics or pictures that are copyrighted without written permission of the artist / owner being submitted to the SCA Bulletin Advertising Manager at [embraceskips@gmail.com](mailto:embraceskips@gmail.com)
- May be submitted either by hardcopy and mailed to Jaime Adams-Stanchina, SCA Bulletin Advertising Manager, 29871 Lonnie Dr, Westland, MI 48185 or emailed in either jpeg, gif, png, or pdf formats to the SCA Bulletin Advertising Manager at [embraceskips@gmail.com](mailto:embraceskips@gmail.com)