

## Starter Barks Advertising Information

Your advertisements in the Starter Barks help offset the cost of the newsletter and provide a wonderful record of your dog's accomplishments. Please contact the Starter Bark's Advertising Coordinator if you would like to place an ad and verify availability, or if you have any questions. Color ads are reserved on a first come, first served basis, with reservations accepted three months in advance of the publication date. Payment must be mailed at the time the ad is placed with checks payable to WSSCA, Inc.

Rates		
	Members	Non-Members
<b>Color—only available to WSSCA members</b>		
Inside Front Cover	\$75	N/A
Inside Back Cover	\$75	N/A
Outside Back Cover	\$100	N/A
<b>Black &amp; White</b>		
Full Page	\$35	\$100
Half Page	\$25	\$65
Center Spread (2 pages members only)	\$85	N/A
New Title or Memorial (1/4-page members only)	\$10	N/A

### *Starter Barks Advertising Coordinator*

Sally Nist  
(703) 626-1891  
nistsj@hotmail.com

Mailing address for  
payments:

10325 Remington Street  
Summerset, SD 57718

### Information for submitting advertisements or articles

All submissions must be sent to [wsscstarterbarks@gmail.com](mailto:wsscstarterbarks@gmail.com).

#### **Advertisements**

1. Ads to be designed: Send typed text and digital photos separately, along with text information as to how you would like it to appear. Scans should be 300 ppi minimum. A proof of your ad will be sent to you before publication.
2. Ads you design: They may be submitted as a pdf, but if you produced it in a word document, please send it along also in case there are errors to be corrected or you will be contacted to fix the error and re-send.
3. All advertisements are in black and white except for the color ads on the cover. Color ads should be formatted as full page, scaled to 7.5 wide and 9.75 deep. No bleeds.
4. All ad content is **due by the 10<sup>th</sup> of the month prior to publication date** (e.g. for the March issue, all content must be received by February 10<sup>th</sup>).

#### **Articles and Reports**

Articles may be submitted as text in a Word document file. If photos are to be included, send as attachments to your text (not embedded in the text). Please let us know if the photo may be cropped or not. Please do not send a pdf of an article unless asked to do so.

#### **Photos**

Digital photos sent through email should be in JPEG or PNG format in the highest resolution possible (1 MB). Please identify the photo in the file name with your last name and name of dog) i.e.: (Palmgren\_Glory\_jump)

#### **Other Information**

1. Check your program when creating the pdf so that the file is not too large. Email as an attachment. Scans should be 300 ppi minimum.
2. Scaling of ads: Full page, 7.5 wide x 9.75 deep; Half page, 7.5 wide x 4.5 deep; Quarter page, 3.5 wide x 5 deep.
3. If you prefer to mail your original photos to be scanned and information for your ad, mail to: Brenda Palmgren, 2016 Chelsea Lane, State College, PA 16801
4. Please check your ad or text carefully as you are responsible for any errors, typos or misspelled names.
5. Please contact Brenda directly if you have any questions: [brenda.palmgren@gmail.com](mailto:brenda.palmgren@gmail.com) or (814) 574-1039.