

NEWSLETTER ADVERTISING RATES & SPECIFICATIONS

Display Advertising Rates for BSCA Members

DESCRIPTION	MEASUREMENTS IN INCHES	COST
One-sixth page (text only)	3.65 x 3.125	\$12
One-quarter page	3.65 x 4.875	\$15
One-half page horizontal	7.5 x 4.875	\$25
One-half page vertical	3.65 x 10	\$25
Random full page black/white	7.5 x 10	\$40
Premium Positions	7.5 x 10	\$80 *

Full Color, Full Bleed (Inside Front Cover, Four Pages in Centerfold, Inside Back Cover, Outside Back Cover)

Overachievers (brags) 7.5 x 2.25 \$15

May include one photo 2.25" square maximum. Advert may include dog's registered name, breeder and owner information as well as health clearances plus a maximum of 150 words.

Display Advertising Rates for Non-BSCA Members

DESCRIPTION	MEASUREMENTS IN INCHES	COST
One-quarter page	3.65 x 4.875	\$30
One-half page horizontal	7.5 x 4.875	\$50
One-half page vertical	3.65 x 10	\$50
Random full page black/white	7.5 x 10	\$100
Premium Positions	7.5 x 10	\$200 *

*Check for availability prior to submission.

ADVERTISING DEADLINES*

ISSUE / THEME	DEADLINE	PUBLICATION DATE
Veterans	January 31	February 28
Puppy Dogs	March 31	April 30
Performance/Working Dogs	May 31	June 30
National Specialty	July 20	August 31
Brood Bitch	September 30	October 31
Stud Dog	November 30	December 31

**Temporarily, please check with the Editor for current deadlines until we are caught up with our publishing*

Advertising Specifications

Contact newsletter advertising at newslettersubmissions@bsca.info for complete specifications prior to ad preparation. Limited design and layout services available to members. Payment for ads must be received prior to deadline. Visit www.bsca.info and click on **NEWSLETTER** for full information. All digital material should be submitted to newslettersubmissions@bsca.info.

EDITORIAL POLICY

Belgian Sheepdog Newsletter is a bimonthly publication of the Belgian Sheepdog Club of America, Inc (BSCA) published in the interest of Belgian Sheepdogs and their owners and enthusiasts. The views, articles and advertising appearing herein do not necessarily reflect the attitude or policy of the BSCA, its members, officers, board of directors or editor.

The BSCA and this publication are not responsible for errors and/or misrepresentations in advertising. Articles contained herein may not be reprinted without permission from the BSCA and its author.

All advertised dogs must have either OFA and current CERF numbers, or their equivalent, or give an explanation for the absence (e.g. OFA too young). If this criteria is not met, the advertising material will be returned. Whelping Box listings and ads announcing litters must have OFA and current CERF numbers or their equivalent for both sire and dam. These restrictions do not apply to memorial advertising or for any dog that is deceased.

Letters to the Editor are welcomed; however, only one letter from the same writer addressing any issue will be printed. No letter to the editor will be published that maligns any member or their dog, cites general or specific accusations of misconduct, BSCA or AKC violations, cruelty to animals or breeding malpractice or can in any way be construed as defamatory. Such letters will be returned to their writer with the suggestion that attempts to rectify the problem should be made on a one-on-one basis or the writer may submit a formal complaint to the BSCA Board of Directors for mediation.

www.bsca.info



Available for Purchase

BSCA NEWSLETTER SINGLE COPIES

... perfect for gifts for friends and puppy prospects as well as replacements for copies chewed up or lost

Single copies of this and most current back issues of Belgian Sheepdog Newsletters are available for purchase at \$10.00 each copy* while they last.

Send funds in US dollars to:

Barbara Swisher
BSCA Newsletter Editor
22 69th Street #B5
Guttenberg, NJ 07093-4436

Upon receipt of payment specifying issue(s) requested and mailing address of recipient(s), your purchase will be mailed within 5 days.

*\$10.00 covers each copy mailed within USA. International mailing will require higher postage and cost will be quoted on an individual basis.

Placing a BSCA Newsletter Ad

For the best reproduction on your photos, send electronically in a jpg format in the largest size possible. 300 dpi is best and required for color and no less than 200 dpi for black and white reproduction.

When taking photos for publication, make sure your camera is set at large format, high resolution for best results.

Photos should be sent to newslettersubmissions@bsca.info. They should be sent as attachments (not copied and pasted into the body of the message).

Original photos may be mailed to the newsletter editor for scanning or mailed on a disc with payment.

If you are emailing your completed electronic ad, send as an attachment to newslettersubmissions@bsca.info. Photos for your ad should be sent separately and multiple photos can be sent better in separate emails and sent as attachments and identified in the body of the message.

Ad Order Form is available on the BSCA website by clicking 'NEWSLETTER' or requesting one be e-mailed to you by emailing newslettersubmissions@bsca.info.

Ad Order Form and hard copy of the ad looking just the way you want it to look should accompany your payment mailed to:

Barbara Swisher
BSCA Newsletter Editor
22 69th Street #B5
Guttenberg, NJ 07093-4436

When you send your ad electronically, accompanying your Ad Order and payment with a printout is very important. Even if we see your ad as it first comes through into the BSCA email box, we have no idea if it has come through correctly. Since electronic files can get corrupted in transmission as well as when taken from program to program, if advertisers would just send the editor a hard copy with their payment and order, disappointments would be avoided. Without sending a print out of your ad, you are trusting to fate that it will be published correctly because we have no idea how you planned it to look.

If you wish the BSCA newsletter to produce your ad from your rough draft information, mail the information with payment or send electronically to: newslettersubmissions@bsca.info, Attn Advertising You may also contact our printer directly at julie@bozemanprintingcompany.com for assistance with your ad or to send photos & information.

Thank You, Your Newsletter Team.

newslettersubmissions@bsca.info