

DEADLINES!

Issue	Deadline
Veterans	January 31
Puppies	March 31
National Specialty	May 31
Performance/Working	July 20
Brood Bitch	September 30
Stud Dog	November 30

NEWSLETTER ADVERTISING RATES		
	BSCA Member Price	Non-Member Price
Inside Front Cover – Color	\$80	\$200
Outside Back Cover – Color	\$80	\$200
Inside Back Cover – Color	\$80	\$200
Center Spread - Color	\$160	\$400
Full Page – Black & White	\$40	\$100
Half Page	\$25	\$50
Quarter Page	\$15	\$30
Sixth Page	\$12	NA

BSCA NEWSLETTER POLICIES~

I. GENERAL

Belgian Sheepdog Newsletter is a bi-monthly 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 editors.

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

Letters to the Editor are welcome! Writers are limited to one letter per issue. No letter or material will knowingly be printed 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.

The editors also welcome your articles, poetry, artwork, photos of your artwork that are Belgian Sheepdog related. We also encourage the membership to let the editors know of newsworthy items or columns appearing elsewhere that may be of interest to the membership. Permission to publish must generally be gained from the authors, but your newsletter team will be happy to pursue that, if you provide the source information.

Please submit all written material in an attachment. Microsoft Office extensions are preferred. (.doc, .docx, .xls, etc.) Please do not submit anything but an ad as a pdf.

II. ADVERTISEMENTS

All advertisements for dogs must state one of the following:

Health clearances (according to BSCA recommendations or equivalent)

or

“Health clearances have not been performed to date”

or

“Spayed” or “Neutered”

If we receive an ad without one of the above, it will be returned for further information. Ads not received within ten days of return may not be published in the desired issue. Editors will be in contact if this is the case.

These restrictions do not apply to memorials or to any dog that is deceased. Whelping Box ads require health clearances on sire and dam.

Advertisements should generally be sent “camera ready” or sent as attachments and never in the body of an email. “Camera ready” refers to advertisements in pdf format that will be published ‘as is,’ without any editing or touching up by our editors or printer or a hard copy that will be scanned ‘as is.’ Hard copies or discs are accepted via USPS for scanning or uploading. These will only be returned if an appropriate sized, self-addressed stamped envelope is provided.

All checks are to be made payable to BSCA – US funds only. Send to: BSCA NEWSLETTER, c/o Sherry Hanley 6229 Venture Court Slatington, PA 18080

Questions regarding advertising may be addressed to Sherry Hanley at fuzzybadge38@msn.com.

Design and layout services are available through Carleen Wiles at carleenwiles@gmail.com.

III. IMAGE ACCEPTANCE POLICY (BSCA policy 12/2017)

The submitter of a photo or digital file (content):

- 1) automatically grants *BSCA Newsletter* use of the content in its electronic and printed publications
- 2) automatically grants *BSCA Newsletter* the right to use, reproduce or incorporate the content into other works in the Newsletter
- 3) agrees and represents that the submitter has obtained all necessary permissions for use of content including:
 - a. the express permission of the parent or legal guardian of those subjects under the age of 18
 - b. full copyright ownership of the photograph or digital file
- 4) agrees that he/she will indemnify *BSCA Newsletter* and its editors from and against all losses, expenses, damages, and costs, including reasonable attorneys’ fees, resulting from any claim brought by any third party relating to content the submitter contributed.

The BSCA Newsletter will accept and print official show photographs for BSCA National and Regional Specialties and Supported Entries in its Gallery of Winners. These photographs may or may not be identified with dog’s name, handler name and/or owner name by the newsletter.

Candid photographs are welcome at all times. In the case of Specialties or Supported Entries, best efforts are made to place show candid photos with the results of the show at which the photographs were taken

Editors retain the final decision as to placement of photographs in a layout and whether a photograph is acceptable for use.

Acceptable for Use

Photographs that highlight a dog as it fits a portion of or the complete standard.

Photographs of dogs and/or bitches that are in keeping with the bi-monthly themes.

Photographs of members/exhibitors/guests at BSCA events.

Images that have not undergone photo manipulation.

GENERAL CONTACT INFORMATION

newseditor@bsca.info

newsletter submissions@bsca.info

Other addresses are also used in this publication for your convenience.