



AMA CATALOG ADS

April 29 – May 1, 2011, Fort Worth, Texas

(AD DEADLINE **MARCH 23, 2011** - Please return both front and back pages with ad selection checked on back page)

Signed: _____ I enclose: \$ _____

Name: _____ Phone #: _____

Address: _____

Email: _____

ART ENCLOSED (photo, logo, line drawing):

AD MUST FIT 4 1/2" x 7 1/2" FORMAT
(use the border for this ad as a guideline)

Please print plainly or typewrite all copy.
Club Name:
American Maltese Association
2011 National Specialty

Advertising Policy
All ads are subject to editing if the text is unclear or there is too much copy and art/photos for the space allowed.

AMA Catalog Ads
April 28 – May 1, 2011, Fort Worth, Texas
Send Your Ads Now. Ad Deadline Date is March 23, 2011

- Advertising Rates:**
- Full Page Black & White Ad.....\$60.00
 - Full Page Color Ad.....\$100.00
 - Additional photo.....\$15.00
 - Back Cover Color.....\$150.00

Show catalogs are printed using digital printing technology. This means that catalog advertising must be converted to electronic files. There are two options for advertisers:

1. "Let us do the work." Submit advertising with rough copy layout and any photographs labeled with your name and the dogs name on the back of the photo to the advertising chairman shown below. Photos will be sized to fit for you. Advise if you want photo cropped to just show dog. Otherwise, full photo will be shown. Your ad will be designed in an attractive manner and style. Your photos will be returned to you at the Specialty by the Catalog Ad Chairperson Tom Meyer.

2. You can design your own ad to fill proper page size. These ads should be submitted on a CD with separate file for the photo and another file for the text. A printed hard copy of your ad should be included to show how the ad should look. Ads designed for standard letter size 8 1/2" X 11" will not reduce correctly to fit the dog show catalog page. A full page catalog ad size is 4 1/2 inches wide by 7 1/2 inches high.

- **DESIGN YOUR AD TO FIT PROPER PAGE SIZE:** Ads designed for a standard letter size 8 1/2" by 11" page **WILL NOT REDUCE CORRECTLY** to fit the standard dog show catalog page. A full page dog show catalog size is 4.5 inches wide by 7.5 inches high.
- Be sure to include the following information in your cover instructions or email.
 - The type of format your are sending
 - **The names of the fonts you are using.** Depending on the format you submit, you may need to send a CD (do not send fonts through the internet) of your special fonts.
- Any logos or line art must be converted to a photo format at 600+ dpi.
- Do not include any linked graphics.
- Preferred photo format is Tiff at 200 dpi. Other photo format such as jpg or gif will result in less quality photos. It is important to remember that the resolution available for output of a picture is based on placing the image at 100% of size. If you are enlarging the image within the publication, it would need to start at a higher resolution. For example if you place a photo at 150% of size, it would require 50% more resolution. Images taken from the Web will not print well due to their very low resolution.

For best results submit text and photos as separate attachments.

TEXT: 1.) Microsoft Word. 2.) Microsoft Publisher (With either we may not be able to reproduce your exact fonts unless you include font files with your information.

PHOTOS: .tiff Other acceptable formats (less quality resolution) .jpg

Text and photo combined - Must be sized properly - .jpg or .tiff

Pedigrees are not permitted due to limited space. All advertising orders are subject to club approval. Be sure all photographs, artwork, etc are labeled. **Do not BEND, FOLD, TAPE or STAPLE photos.** All photographs and art work will be returned at the national specialty. Those not in attendance will receive their photographs by mail after the specialty. Ads will be positioned in the catalog in order received. Ads that are to be grouped together should be mailed together in order to be printed together in the catalog. Please contact Tom Meyer with questions regarding design, photos, format or CD option.

Mail ad and check or money order
made payable to the AMA to
Catalog Advertising Chair:

Tom Meyer
722 Wildwood Drive
New Smyrna Beach FL 32168-1834
Email – maltesemonthly@yahoo.com

**Make checks payable to the American
Maltese Association in U.S. funds.**

To assure adequate attention to your ad....
mail as early as possible.

Show Secretary, Jeanna Jenkins, 1425 Leicester, Garland, TX 75044
Email – jeannajenkins@verizon.net