

ATTENTION - 2012 CLYDESDALE NEWS ADVERTISERS! **DEADLINE NOVEMBER 15, 2012**

The Clydesdale News is the Association's major publication, used to document the past year's events, to advertise what is new for the coming year, and to extensively promote the Clydesdale breed. The Clydesdale News also remains a historical record of our breed and Association.

The Clydesdale News ad rates lends opportunity for any size breeder to get their name and website into the publication. We look forward to your ad and support of this publication!

**Full page color (2 photos) =
\$500.00 (provided camera ready files)
\$550 if ad is to be set up by Clyde Office
Extra Photos are \$10.00 each**

*As a bonus for submitting full page color ads - All full page color ads will also be placed on the Clydesdale Breeders website for 6 months - FREE OF CHARGE!**

**Full page Black & White = \$250.00
Price includes 4 photos**

**1/2 page Color - \$250
1/2 page Black & White = \$150.00
1/2 page price includes 2 photos**

**1/4 page Color - \$150
1/4 page Black & White = \$100.00
No photos in 1/4 page ads**

**BUSINESS CARD ADS - \$50.00
(approximately 1/8 page ads)
(minimal set-up using a business card)**

Additional photos above the allotted number of photos per ads will be \$10 each. These prices include all screens and set up charges. Fees for additional photos over those allotted should be included in your remittance.

Additional color in border or type on Black & White ads \$75.00 each page

The above prices are for breeders and members to promote Clydesdale Horses. **Commercial prices are 50% higher than the above listed ad rates.** Editor reserves the right to accept or reject ads.

There are separate rates for prime ad spots in the 2012 News. These spots and prices are as follows and will be selected on a first come, first serve basis.

**Back Cover-Full Color - \$930.00
Inside Front Cover-Full Color - \$675.00
Inside Back Cover-Full Color - \$675.00**

We are also able to offer advertisers a discounted rate on extra copies of the News. **These copies are \$7.00 each to be ordered and paid for when you send in your ad copy.** Limit of 10 copies per advertiser at this price.

Over the past few years, technology has changed and so has the process in which our Clydesdale News is printed. If you are setting up your ad or having a design specialist set up your ad, electronic files are acceptable. Please send a hard copy of the ad along with the electronic file for reference. **Complete printer specs can be obtained off the website or through the Clydesdale Office.**

A proof of your ad(s) will be sent to each advertiser prior to printing. The intent of the proof is to correct errors and omissions made by the printer (not to rearrange or change ad copy). When submitting your ad copy, please make sure you have included all the important information such as phone numbers, complete address, correct spelling, etc. Email address may be included but if they change after we have received your ad proof back, there will be a charge to change email address. Changes made on ads after the printer has submitted a proof will require an additional fee.

Photos can be enlarged, reduced, or cropped as needed. Remember, the fuzziest the photo is and the larger it is made, the more distorted it becomes. If you are sending digital photo files, please make sure and save them as a jpg file. **Digital photos need to be of at least 300 dpi resolution for clarity in printing.** Please do not glue, tape, or staple your photos to your ad layout. Number each photo and put your name on the back by attaching post-it notes (do not write on the back of the photo directly as the lines will show through the front of the photo). Indicate on the layout where you want the photo to appear. The easiest way to indicate crop lines is also with post-it notes. If you allow the printer to make the crops, it allows for straight lines and more balance to photos.

We are always open to suggestions, comments, and questions by contacting Cathy Behn in the Clydesdale Office. Our target date to receive the News from the printer is the last week in February, 2012. Our active membership has reached approximately 825 and we have an additional list of subscribers of about 100. We sell the News all year long, **as well as all full page color ads will be featured on the website for six months**, so your ad will go near and far!

ALL ADS FOR THE CLYDESDALE NEWS MUST BE PREPAID
UNPAID ADS WILL NOT BE PRINTED

**Please send your ads and payments to:
Clydesdale Breeders of the U.S.A. - Cathy Behn
17346 Kelley Rd.: Pecatonica, IL. 61063
Phone: (815) 247-8780 - Fax: (815) 247-8337
email: secretary@clydesusa.com**

STALLION ROW

The Stallion Row will once again be a feature of the Clydesdale News where owners may present their breeding stallions in a convenient format for the mare owner seeking stud services or a new herd sire to purchase. This section of the News will include an easy to find introductory page and will be listed in the index. Ads in this section require the following format:

*Limited to ads of stallions only, maximum of two per page, photos of stallions only - not progeny (does not have to be current photo)

*Should include breeding information; natural cover, A.I. sale, lease, or sale of progeny from this stallion. May include show results of stallion and/or progeny.

*Remember to include correct name(s), address & phone numbers.

*Ads in Stallion Row will be the same rate as the ads are elsewhere in the News. You need to designate your wish to be included in this section and comply with the above requirements.

Deadline for these ads are also **November 15, 2011.**