

2020 CLYDESDALE NEWS INFORMATION

Clydesdale News is published annually, with pride, by the Clydesdale Breeders of the USA. Its contents are to promote the breed and mostly comes from the membership themselves and Clydesdale friends. In other words, the contents are YOUR message, and I, the Editor, am only the messenger. It's success depends on YOU!

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Deadline: All material whether written, or advertisements, should reach me by March 1st, 2020.

Advertisements: If you would like to place an ad, the first thing you must do is contact me to reserve your ad space. Advise me of the size of your ad and you will receive a confirmation. Do this before you contact your ad designer. When you reserve your space, two things will happen...1) I will send you the instructions for the designing requirements which you must forward to your designer. If you would like me to do that, I certainly will. Be sure and tell your designer our deadline date. It is imperative that these guidelines are followed. It saves alot of back and forth time for you, your designer, and me! 2) I will send you an invoice for your ad and it will clearly state that your ad must be paid for to me BEFORE your ad is published. This is important. When your ad is sent to me by a designer, I presume it is correct because it was obviously sent to you for approval, before it was sent to me. Remember, your advertisement doesn't have to be about showing your Clydesdales at a show....dressage and riding are two new and exciting venues for Clydesdales.....we want to hear from you too!

PAYMENT: We accept money orders, bank drafts or cheques, all in U.S. Funds and payable to Carolyn Ridler. Do not send them elsewhere and do not make them payable to the Association. We also accept wire transfers but if you wish to use that payment method, contact me and I will give you my bank information. There is no tax on the ads.

Rates: all ads are in full colour Full page: \$525.00 - Half Page \$300.00 - 1/3 page \$185.00 - 1/4 page \$160.00 - 2 full colour pages Total \$1000.00...All U.S. FUNDS

Communication: Feel free to call me anytime but consider my time zone, as I will try to consider yours. I am on Eastern Standard time. Please do not message me on Facebook...the chances are you will never get a reply.

Photographs: It is your responsibility to receive permission for the photographs you use, for

your ad or any other part of Clydesdale News, unless the photo was taken by you. Neither the Editor nor the Association are responsible for same so Ask Before You Use!!

Cover Contest: Of course there will be one but a little Clydesdale told me that the Clydesdale(s) in the photo must be U.S. bred, but not necessarily U.S. owned. Remember to submit a photo that shows a clear view of the horse(s)...not showing them standing behind a fence, etc. Hitch photos are, of course, welcome. All photos entered must have been taken by an amateur photographer. When submitting please tell me that the photo is for the contest, and who took it and what it represents. A committee will judge the winner. **Cover photos MUST be at least 300 dpi.**

Comments: I am probably a stranger to most of you reading this. My friends tell me that reading something I write, is just like talking to me. I take that as a compliment. I feel very honoured to be your Editor for 2020 and I want you to feel comfortable with this "new person" (I have belonged to the Association for more years than I care to remember) who has entered your Clydesdale life, and feel that you can contact me to chat for just as you want to learn more about me, I also want to learn about you. Advanced warning - I am not perfect and I am sure I will make some errors along the way, but I am also an organized person who likes to feel that things are in control and working well....working well for the Clydesdale Breeders of the USA, through me. Your advertisements will determine the success of this 2020 edition, as well as the content. It is up to you. *"Carolyn"*