

ADVERTISING SPECS

ART DIRECTORS • As there is no additional charge to use an art director, we urge you to take advantage of this opportunity to ensure that your ads are composed properly. The Editor assigns art directors for ad production.

TEAR SHEETS • Tear sheets will be provided on Memorial Ads, Front Cover, Back Cover, Inside Front Cover and Inside Back Cover. All other tear sheet requests must be made specifically when the ad is submitted for production.

ADVERTISING PROOFS • One advertising proof will be sent upon request. Copy changes are allowed to insure accuracy of the information on an ad. Any other changes made to a design will result in a redesign fee of up to \$60.00.

Although the policy of the Bulletin is no refunds or reprints in the event of an error or misprint, the Editor and the Publications Committee will review any complaint on an advertisement and retain the right to deal with each situation on an individual basis. If a reprint credit is given, it must be taken within the following two issues or it is forfeited.

AD PAYMENT • Advertisers will be invoiced for payment from the editor, via email. **Full payment is due within ten days of invoicing.**

***RESERVATIONS FOR COLOR** • color pages are sold in increments of 8 pages in order to offer the color rates listed below. The editor will reserve color pages on a "first come, first served" basis

CAMERA READY ADS • If a camera ready ad is submitted and does not meet specifications, the technical editor will contact the designer/advertiser to that effect. Once an ad is submitted, it cannot be cancelled. Changes to make the ad ready for print, will be made by the technical editor. If more than crop marks or color space correction is needed, all the files that were used in the ad must be sent to the technical editor, in order to bring the ad to camera ready specs. Adjustment fees, which can range from \$5 to \$20, will be included with the ad invoice, as well as fees for extra photos.

TECHNICAL SPECIFICATIONS • CR ADS

- We accept PDFs converted from InDesign, Quark & Photoshop, as well as TIFF or PSD files from Photoshop.
- We do not accept PDFs from Microsoft programs as they are not intended for high-resolution printing.
- Contact the technical editor for the PDF joboptions file required for PDF conversion.
- Add a new page size to Adobe PDF conversion settings, 9.28"w x 11.78"h, saved as Bulletin Portrait
- Two page spreads must be converted to single page PDFs
- Layout templates are available for Photoshop, Quark and InDesign, contact topdogs@ptd.net

ADS PREPARED IN PHOTOSHOP

- Color Space - CMYK
- Document Size
 - 8.5"w x 11"h for pages with no bleed
 - 8.75" x 11.25" for pages with bleed
- Margins - keep photos & type .5" from edge of page, unless you intend for it to bleed off the edge of the page.
- Photo Resolution - 300 dpi - Do not "resample" photos when resizing, in order to maintain resolution
- Save Photos as TIFF or PSD *not* JPEG
- Before submission flatten all layers, use Photoshop's Print to PDF settings to add .125" bleed and corner crop marks
- A template is available, contact topdogs@ptd.net

ADS PREPARED IN INDESIGN OR QUARK

- Document set-up page size - 8.5"w x 11"h
- Bleed - .125" on all four sides
- Margins - keep photos & type .5" from edge of page, unless you intend for them to bleed off the edge of the page
- Color Space for photos & graphics - CMYK
- Photo Resolution - 300 dpi
- Photos saved as TIFF or PSD *not* JPEG

Submit camera ready ads to topdogs@ptd.net

*COLOR BY RESERVATION ONLY

Front Cover	\$450.00
Back Cover	\$325.00
Inside Front or Back Cover	\$225.00
Centerfold	\$400.00
Single Color Page	\$180.00
Color page/Camera Ready	\$160.00
Color Spread	\$350.00
Color spread/Camera Ready	\$310.00

BLACK & WHITE

Centerfold - up to 7 photos	\$250.00
Single Page	\$110.00
Single page/Camera Ready	\$ 70.00

PREFERRED POSITION RATES ON COLOR PAGES ONLY*

Page 1-4	\$200.00
Camera Ready	\$180.00
Rear Color Section	\$170.00
Camera Ready	\$150.00

ADDITIONAL FEES

Add crop marks/correct color space (each)	\$ 5.00
Each b/w photo above 3/page	\$ 5.00
Each color photo above 3/page	\$ 10.00
Reversals	\$ 20.00
Redesign - up to	\$ 60.00

There is no limit to the number of photos used in color or black & white camera ready ads.