



2018 AMA CATALOG ADVERTISING SECTION

May 7 – 11, 2018 Memphis, Tennessee

AD DEADLINE APRIL 10, 2018

EARLY BIRD SPECIAL DISCOUNT OF 10% IF RECEIVED BY MARCH 15, 2018

Please return both pages of this form with your ad materials.

Signed: _____ I enclose a total of: \$ _____

Name: _____ Phone #: _____

Address: _____

Email (Required): _____ No. of Ad Pages: _____

AD MUST FIT THIS 4 1/2" x 7 1/2" FORMAT

(use the border for this ad as a guideline)

DON'T MISS THE OPPORTUNITY TO BE A PART OF THIS VERY SPECIAL CATALOG. THIS YEARS SPECIALTY ADVERTISING SECTION WILL BE A SEPARATE BOOKLET GIVEN WITH EACH CATALOG.

SHARE YOUR BEAUTIFUL DOGS AND MEMORIES. THIS WILL BE A BOOKLET TO CHERISH FOR YEARS TO COME.

ADVERTISEMENT CATAGORIES INCLUDE:

Memory Lane

In memory of people or dogs

Puppy Hopefuls

Top Producers

Past and Present

International Section

International dogs from around the World.

EARLY BIRD DISCOUNT

SEND YOUR AD IN EARLY TO RECEIVE A 10% DISCOUNT ON YOUR TOTAL AD COST.

Please print plainly or typewrite all text.

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.

Ad Deadline April 10, 2018

Advertising Rates and Catalog Sections

In addition to General Advertising, additional special catalog ad sections will be offered:

FULL PAGE ADS

Full Page Black & White Ad (with or without 1 photo)	\$ 75.00
Full Page Color Ad (with or without 1 photo)	\$100.00

Please check if you want your full page ad to be in a special section

Memory Lane____, Puppy Hopefuls____, Top Producers____ International_____.

INSIDE FRONT COVER AND FACING PAGE (in color 2 ad pages)	\$500.00
PRIORITY PAGES (First 10 pages after inside cover and facing page)	\$125.00
BACK COVER (in Color, with or without photo)	\$350.00
INSIDE BACK COVER AND FACING PAGE (in color 2 ad pages)	\$300.00
ADDITIONAL PHOTO ON ANY PAGE	\$ 20.00

Advertising can be submitted by email or regular mail selecting one of the following two options:

Option 1. "Let us do the work."

Submit advertising in rough copy layout and any photograph labeled with your name and the dog's name on the back of the photo to the address below. **Photos will be sized to fit as is, or, please indicate if you want them cropped to just the dog.** Your ad will be designed in an attractive manner and style by Carole Pekron, and a proof will be emailed for your approval before printing. Photos will be returned to you at the Specialty. Those not in attendance at the show will receive their photos by mail after the specialty.

Option 2. Do it yourself

You can create your own ad to fill proper page print area, which is 4.5" wide x 7.5 " high.

Ads may be submitted by mail on a CD or by email. Ad text is to be typewritten with a separate Microsoft Word file for text, and a separate photo file (JPG, TIFF, OR PSD format). Please include a printed hard copy of your ad to show us how the ad should look.

- **DESIGN YOUR AD TO FIT PROPER PAGE SIZE:** Ads designed for a standard *letter* size 8.5" x 11" page WILL NOT REDUCE PROPORTIONALLY to fit a specialty catalog page. Maltese Specialty Catalog pages are 5.5" wide by 8.5" high with a .5" margin all around, so make your ad 4.5" wide x 7.5" high as shown on the other page.
- Be sure to include the following information in your cover instructions: type of format & font names.
- Any logos or line art must be converted to a photo format at 300+ dpi.
- **Scanned photo must be a 300 dpi resolution in JPEG or TIFF or PSD format.** (Other photo formats such as gifs are not useable. This is because if you are enlarging an image to be in an ad, it would need to begin at a higher resolution. For example, if you want to use a photo at 150% of original size, it would require 50% more resolution.)
- Images taken from the Web will not print well due to their very low resolution and are not permitted.
- Pedigrees are not permitted due to limited space.
- All advertising orders are subject to club approval.
- Be sure all photographs, artwork, etc. are labeled – your name & dog's name. Do not BEND, FOLD, TAPE or STAPLE photos. All USBs, photographs and art work will be returned at the national or mailed if you are not attending.
- Ads for each category will be positioned in the catalog in the order ad payment is received. Ads that are to be grouped together must be submitted together in order to be printed together and you must indicate the order in which you wish them to appear in the catalog.

**Mail or Email your ad. Send check or money order payable to the American Maltese Association in U.S. Funds to:
Carole Pekron, 1913 Furness Street, Maplewood, MN 55109**

Emailed Ads will not be processed until your Check has been received. If payment is not received prior to the advertising deadline (April 10, 2018), your page will not appear in the catalog.

Ad Availability Questions? Contact Daryl (847-432-9314) daryldmartin@sbcglobal.net

Ad Production Questions? Carole (651-227-4436) carolepekron@gmail.com

PLEASE SEND AS EARLY AS POSSIBLE TO RECEIVE THE 10% EARLY BIRD DISCOUNT

Thanks for your Support!

Daryl Martin & Carole Pekron, Advertising Co-Chairs