

Two dogs in a carriage

Description automatically generated with low confidence

The Papillon Club of America, Inc.’s

2023 National Specialty

Catalog Ads

(updated as of 2023MAR28)

**For Catalog Advertising please contact:**

**Janis McLaren, Catalog Ad Chair**

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**ADVERTISING DEADLINE: April 26, 2023**

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| --- | --- | --- | --- | --- |
| **Placement:** | | **Black & White** | | **Color** |
| Outside Back Cover – Call Janis for availability……………………..…… | | $175.00 | $215.00 |
| Inside Front Cover – Call Janis for availability……………………………. | | $175.00 | $215.00 |
| Inside Front Cover – Call Janis for availability……………………………. | | $150.00 | $190.00 |
| Inside Back Cover – Call Janis for availability……………………………. | | $150.00 | $190.00 |
| Two Page Spread…………………………………………………………….. | | $100.00 | $140.00 |
| Full Single Page………………………………………………………………. | | $55.00 | $95.00 |
| Half Page (Black and White Only)………………………………………….. | | $30.00 | N/A |
| Quarter Page (Black and White Only)……………………………………… | | $15.00 | N/A |

**CATALOG AD REQUIREMENTS GENERAL INFORMATION**

IMAGE AREA:

* Catalogs pages are 5-1/2” x 8-1/2.” We do not accept ads that bleed outside the image areas listed below.
* FULL PG. .. 4-1/2” x 7-1/2” (27 picas x 45 picas)
* HALF PG. . 4-1/2” x 3-5/8” (27 picas x 22 picas) – no vertical half-page ads
* QUARTER PG. . 4-1/2”x 1-3/4” (27 picas x 11 picas) – no vertical quarter-page ads

Above image areas must include the border (if applicable).

* Acceptable formats for electronically submitted ads: High Resolution, “Press Quality” PDF file • “tiff” or “JPG” file 300 DPI resolution • Microsoft Word file (With Word files, we may not be able to reproduce exact fonts unless fonts are included separately with your submission).
* The following formats will NOT be accepted: Microsoft Works, Publisher, PowerPoint, or Excel. These formats must be converted to PDF or JPG before submission.
* If you have any questions, please contact [larenpap@comcast.net](mailto:larenpap@comcast.net) .