



The Papillon Club of America, Inc.'s 2024 National Specialty

Catalog Ads

(updated as of 2024MAR08)

For Catalog Advertising please contact:

Janis McLaren, Catalog Ad Chair

24705 NE 14th St, Camas, WA 98607

Ph: +1 (360) 834-5485 or E-mail: larenpap@comcast.net

ADVERTISING DEADLINE: April 24, 2024



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 .