



THE 2006 RECORD

The Bull Terrier Club of America, Inc.

DEDICATED TO THE PRESERVATION OF
BULL TERRIER HISTORY

ARTISTS – WRITERS – PHOTOGRAPHERS

The Bull Terrier fancy is interested in your breed related work, educational or humorous, from days gone by or what's in the future – short stories, fiction or non-fiction, artwork of all kinds – photographs depicting the “true nature” of our Bull Terriers. **Please send your most prized pieces! They will be returned.**

Be a FRIEND of the RECORD...\$5.00

Your support as FRIEND of the RECORD is important. If you are not advertising, please send your Name and Kennel Prefix.

MEMORIALS...\$5.00

In memory of your best friend, name and owner memorial mention.

STUD DOG GALLERY...\$25.00 per gentleman

Send your **BEST** photo, Dog's registered name, 3 generation pedigree, Owner/agent's name, address and telephone number.

BROOD BITCHES... \$20.00 per lady

If you have bred or own a brood bitch that has produced any Champions, ROM Champions, Specialty Winners or Silverwood Winners, feature her in this special section. Send the **BEST** photo and the name of the brood bitch with the names of her Champion, ROM Champion, Specialty Winning and/or Silverwood Winning produce, the names of her sire and dam, and indicate if you are the breeder and/or owner of the brood bitch.

REGULAR ADVERTISEMENT

Full Page (one photo)..... \$60.00
Additional Page (one photo)...\$50.00 (*Please note increase in price*)
Half Page (one photo)..... \$35.00
Additional photos (each)..... \$ 5.00

BTCA Publication Guidelines do not allow for photographic retouching of images

PREPARING YOUR ADVERTISING:

KEEP IT SIMPLE FOR MAXIMUM IMPACT!

Submission Requirements:

Photos: 300dpi RGB color tiff or jpg (tiff preferred)

Line Art: minimum 600-800 dpi grayscale tiff or bitmap

Text Documents: .doc (ASCII text format preferred)

NOTE: *.pub files or .pdf files are unacceptable*

File Naming Nomenclature:

Please use upper and lowercase letters as shown below.

- For advertising text documents – kennelnameADTEXT.doc
- For photos of dogs – kennelnameCALLNAME.tif
- For other artwork – kennelnameLOGO.tif

Disks, Hard Copies and Photos:

Label all with your name, kennel name and contact information. Include all titles and names in full, spelled as recorded by the AKC. Do not write directly on the back of the photo. Label with pre-written sticker. Specify “dog only” or “entire photo”.

Additional Helpful Information:

1. Include a hard copy layout indicating what you want the ad to look like and also a disk if possible.
2. Glossy original photographs are preferred over scanned photos. Scanned photos must be at a minimum of 300 dpi and slightly oversized for what is needed for the ad. Save scanned photos as a tiff file and label according to directions above. RGB (color) is preferable to grayscale or black and white. .jpg (jpeg) is acceptable with the realization that it will lose photo quality when the file is compressed.
3. Digital photos are preferable to original photographic prints provided they meet the specification requirements.

Include payment by check, money order or credit card, payable in U.S. funds to
The Bull Terrier Club of America, Inc.

If payment by credit card (Discover, Visa, MasterCard or American Express) please send:
Name on card – Card Number – Expiration Date

NO ADVERTISING WILL BE ACCEPTED WITHOUT PAYMENT!

There is no guarantee of inclusion if the material is received after the closing date.

**DEADLINE FOR 2006 RECORD
APRIL 30, 2007**

Mail all materials: fees, copy sheet, disks, photos and layout with your NAME, DOG'S NAME, and PREFIX all in a single envelope. If you send a self-addressed stamped envelope, it will help assure quick return of your photos. Use cardboard in the envelope to protect photos, layout and other material.

Send to: **Naomi Waynee, Editor, 1122 E. Carol Ave., Phoenix, AZ 85020-2611**

If you have any questions, please contact: **Naomi Waynee, Editor, Telephone: (602) 943-6027**
nwaynee@cox.net