

How to Submit an Ad for Publication in BARKS

Ads are due by the due dates as indicated on the frontispiece of each issue of BARKS. No exceptions will be made, except at the discretion of the editor. Delays in receiving ads results in a delay in sending the finished magazine to the printer, which in turn causes delay in printing and binding, and ultimately in mailing. We all want our BARKS to arrive in a timely fashion!

Please email all ads to the editor, Karen Morris – barks.editor@gmail.com. There is no need to also send a hard copy unless you cannot scan photos needed.

Ads are accepted in the following formats:

- ✓ **Word**
- ✓ **PDF**

Please keep in mind that if you send your ad in PDF format, we cannot make corrections. Proofread carefully before sending!

Please ensure the following before emailing your ads:

- Page size (not margins) is set to 8.5” wide by 11” tall
- Margins are set to 0.25-inch; maintain the margin around the sides for text and important images
- Use high-quality images that are at least 300 dpi; JPEG format
- Remove all hyperlinks
- Do not use copyrighted logos or designs unless you own them
- Perform spellcheck
- Should you want us to lay out your ad, there will be an additional \$10 charge per page.

Photos may be inserted in ad or attached to emails. Please give full instructions for cropping. You may send photos via mail if you do not have a scanner.

All ads must be paid for by the due date – you may pay via 1| a check or money order (in US funds; **made payable to BTCA**), 2| PayPal to barks.editor@gmail.com (select the Friends and Family option) or 3| email/call with credit card information. If using a credit card, please provide name on card, expiration date, card number and billing zip code.

Please note: the editor reserves the right to remove ads that have not been paid for by the due date unless other arrangements have been made.

Your BARKS staff works hard to make each page on our magazine look its best – we are happy to help. Please don't hesitate to ask!

BARKS managing editor

Karen Morris

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