

Advertising Order Form

Please read the Advertisers' Instructions prior to submitting your ad. A copy of this form may be submitted with your ad, but is not required.

Information required for all ads - please print clearly:

Advertiser Name(s) as you would like for them to appear in the Advertiser Index: _____

Kennel Name(s) as you would like for them to appear in the Advertiser index: _____

Ads submitted for layout by Newsletter Staff:

Number of B/W regular inside pages - price includes one photo or artwork _____ @ \$85 = _____

Number of half page ads (limited to one photo per ad - included, inside b/w pages only) _____ @ \$45 = _____

Number of color regular inside pages – price includes one photo or artwork _____ @ \$225 = _____

Number of additional photos or artwork above one per page (for all ads) _____ @ \$10 = _____

Ads submitted camera ready:

Number of B/W regular inside pages _____ @ \$85 = _____

Number of Color regular inside pages _____ @ 225 = _____

Number of half page ads (limited to one photo per ad - included, inside b/w pages only) _____ @ \$45 = _____

Covers :

Front Cover (by invitation of Newsletter Editor only) Price includes photo – **B/W**. _____ 1_ @ \$250= _____

Front Cover (by invitation of Newsletter Editor only) Price includes photo – **Color**. _____ 1_ @ \$400 = _____

Please check with advertising editors on availability of back and inside covers.

Cover prices includes one photo.

Back Cover – B/W _____ 1_ @ \$200= _____

Back Cover – Color _____ 1_ @ \$320= _____

Inside Front or Inside Back – B/W _____ 1_ @ \$125= _____

Inside Front or Inside Back - Color _____ 1_ @ \$250= _____

Contact advertising editors for the amount to include for other special requests. _____

Subtract Early Bird coupons (include copy of coupon).

Limit one coupon per page. _____ @ \$15= _____

TOTAL (Please make check or money order payable to PWCPA) _____

(If you are using Pay Pal, pay to pwcpubcor@aol.com. Add 3% for handling fees)

Photo Credits: Please list photo credits for each picture included. The PWCPA cannot accept photos for publication in the newsletter without proper photo credits. _____

Our goal is to provide the best ads possible for our advertisers. If you have any questions, please feel free to contact me.

Sue Vahaly
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Louisville, KY 40242-4069

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502-426-6587

502-419-2406 [cell]