



ADVERTISING DEADLINES ARE ALWAYS ONE MONTH PRIOR TO PUBLICATION DATE:

March Issue = February | June Issue = May |

September Issue = August | December Issue = November 15

SHOW BEAGLE QUARTERLY

ADVERTISING ORDER FORM

378 TYLER ROAD NW - ALBUQUERQUE, NM 87107

A Name _____
 Address _____
 City, State, Zip _____
 Phone _____
 E-mail _____

B Rough Copy Provided Photo(s) Provided
 Camera Ready Copy Provided Copy to Come by Deadline

C Ad Size Selected Single-page color ad availability requires a minimum of 2 pages of color ads reserved. Color ads may end up on facing pages.*

Full - BW Full - color

Double Spread - BW Double Spread - color

Half - BW Only Directory - BW only

*If you have selected a color, single page ad and there are no other such pages reserved within a given issue, your ad will be created in black and white and the price difference between color and black and white will be refunded.

D Ad Dimensions and Rates (horizontal dimension listed first)

size	dimensions	b/w	color
FULL	7.5 x 10	\$135	\$345
DOUBLE SPREAD	16 x 10	\$270	\$690
HALF	7.5 x 4.875	\$85	n/a
FRONT COVER (no win pictures)	7.5 x 10 (includes 1/2 pg. BW inside)	n/a	\$765
BACK COVER	7.5 x 10	n/a	\$425
INSIDE COVERS	7.5 x 10	n/a	\$395

_____ Full Page Insertions \$ _____
 _____ Other Size Ads \$ _____
 _____ Addl. Photos @ \$10 \$ _____
 (payment must accompany copy) Total Due \$ _____

Check Enclosed Mastercard* Visa*

Your bill will reflect *Albedo Enterprises* for this transaction. Credit card users *must* provide the 3 or 4 digit **security number** on back of card. It is printed on or near the signature line following all or just the last part of the actual card number.

Name on Card _____
 Number _____
 Security No. _____ Expires _____
 Signature _____ * see above

Important Guidelines to Preparing Your Copy

All display ads include one photo. Additional photos are \$10 each. **Price includes type and layout. Simply mail a rough layout with your photos.** No discounts for camera ready ads. E-mailing images, graphics and completed ads is acceptable as long as NO E-MAIL COMPRESION is allowed during transfer. It is also very efficient to burn a CD and mail with rough layout. Resolution and quality of self-scanned images and advertiser provided electronic files is often inadequate, so you may prefer to simply mail the photo for scanning at the appropriate resolution. All photos will be returned unharmed. Please do not send copies or negatives. Color or BW is acceptable. Do not cut or tape photos. Completed ads provided on disk must also include hard copy at actual size. Ads produced in Microsoft Publisher are not compatible with high-resolution film output and are not acceptable. All ads must be provided as a tiff, jpeg (maximum quality) or high resolution pdf file. Build ads in greyscale or rgb as dictated, at 300 dpi resolution, resulting in files of 2-4 megs per page. See dimensions at left. Build to those exact measurements. If you are now confused, let us build the ad! To keeps mistakes at a minimum, please send all materials with layout at one time, not piecemeal.