

ADVERTISEMENTS MUST BE RECEIVED BY WEDNESDAY 27TH NOVEMBER 2019,
WITH MINOR CHANGES TO BE MADE BY WEDNESDAY 18TH DECEMBER 2019.

Name of Advertiser

Affix (if applicable)

Address

.....

.....

Country

Phone No.....

Email address.....

First page1 @ £35.00

Second & subsequent pages..... @ £30.00

.....TOTAL £.....

Please tick box if you have paid using PAYPAL via NATA website.....

Please tick box if you are happy to receive this form via e-mail only next year

I/we confirm that all images supplied for inclusion are free from copyright, and where copyright is held that I/we have obtained all necessary permissions for such images to be reproduced in the NATA Year Book.

Signed:

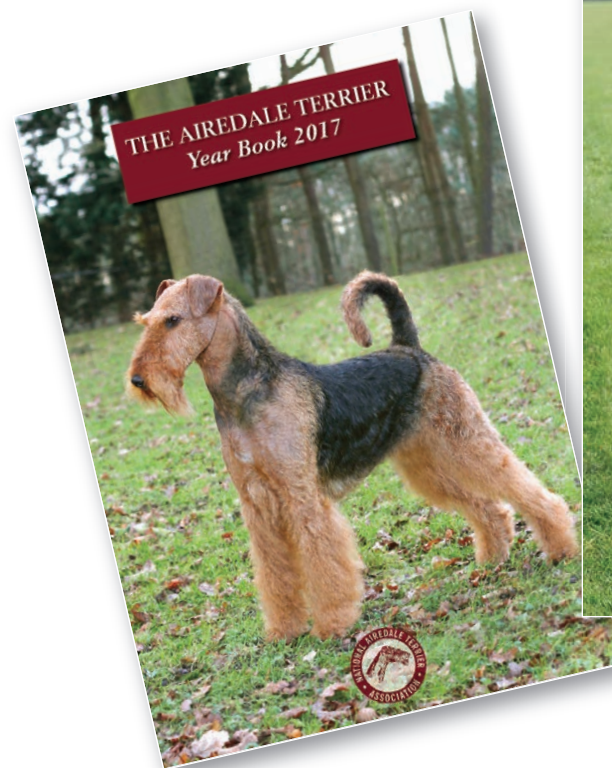
THIS BOOKING FORM CAN ALSO BE DOWN LOADED VIA
THE NATA WEBSITE www.nationalairedale.co.uk

Send your advertisement copy, photograph(s) and logo(s) either by post or email to:-
MRS JANE TURNER, ADVERTISING CO-ORDINATOR
29 BARNETT CLOSE, WONERSH, GUILDFORD, SURREY, GU5 OSD, UK
TEL: +44 (0)1483 898541 EMAIL: rowland.turner@btinternet.com



THE AIREDALE TERRIER *Year Book 2019*

ADVERTISING BOOKING FORM



The National Airedale Terrier Association will once again be producing a Year Book for publication in 2020, which will record all the main events of the 2019 year, throughout the Airedale Terrier world. It will comprise show awards, a list of UK CC winners and new champions, club news, world news, advertising pages and much, much more.

If you wish to consider advertising in the 2019 edition, listed below are the details.

CHARGES

All the advertising in the 2019 Year Book will be in full colour, A5 size (148mm wide x 210mm deep). The charge for advertising is as follows:-

First Page Entry	£35.00
Second & Subsequent Pages	£30.00 each

These charges are inclusive of photographs and logos.
However, placing an advert does not include a free copy of the year book.

WE CAN ONLY ACCEPT ADVERTISING FROM FULLY PAID UP MEMBERS OF NATA.

ADVERTISING DEADLINES

Please send your advertisement copy, photographs, logos and payment to me using this form. All advertising material should be received not later than **WEDNESDAY 27TH NOVEMBER 2019**.

We hope to be able to send you a proof of your advertisement but that will depend on the time available. The earlier you send your advertisement the more chance you have of receiving a proof copy for approval.

Minor changes to your advertisement can be accepted up to **WEDNESDAY 18TH DECEMBER 2019**, provided that these are required as a result of you winning at shows which take place after Wednesday 27th November 2019.

PAYMENT

No advertising can be accepted without payment. Payment by UK advertisers should be made by cheque or postal order. Payment by overseas advertisers should be made by cheque or bankers draft in POUNDS STERLING, and must be able to be cleared through a branch of a resident British bank. International money orders are acceptable but Eurocheques can no longer be accepted by British Banks. All cheques etc. must be made payable to **NATIONAL AIREDALE TERRIER ASSOCIATION**. Cheques must NOT be made payable to an individual.

Alternatively you can pay for your advertising and membership by credit card using Paypal via the NATA website (www.nationalairedale.co.uk).

Neither the National Airedale Terrier Association, nor any of its officers, will be liable for loss of any banknotes or coins sent through the post in payment for an advertisement. You are advised, for your own security, not to send banknotes or coins through the post.

Please complete the form overleaf and send it with your advertising copy, photograph(s), logo(s) and payment or proof of payment via Paypal.

LEGAL REQUIREMENTS

Please note that if you use photographs in your advertisement which have been professionally taken, you must ensure that you have permission to reproduce the photograph in the Year Book. All photographs are reproduced on the understanding that you have confirmed that you have the required authority.

TECHNICAL REQUIREMENTS

Your photographs should NOT be cropped (reduced in size by cutting). It is better for us to do this when we do the reproduction/layout. Just indicate the area that you wish to be used by overlaying a paper mask. Don't mark the face of the photograph in any way.

For those who wish to provide photographs, or finished advertisements, on disk or a USB thumb drive the following formats are acceptable:-

Photoshop EPS, TIFF or JPEG, (CMYK or RGB) at 300dpi resolution for the highest quality reproduction. 72dpi resolution is NOT acceptable in any format. Please ensure all images are bright and in focus. Images sent by email must be separate files attached to the email. Embedded images are not acceptable unless in pdf format ensuring fonts are also embedded. Both PC and MAC formatted disks are acceptable as CD or DVD. Unfortunately we cannot accept **Publisher files** or **Floppy Disks**.

Computer printed photographs cannot be accepted, as quality cannot be guaranteed. This includes prints made from photographs taken with a digital camera. We require the image file on disk or emailed, which meets the above requirements. If in doubt, please telephone Jane Turner on +44 (0)1483 898541 for advice.

If your photographs have been professionally taken, the photographer should have the facility to supply your photographs on disk to the above requirements. If you have taken your own photographs you can still have them put on disk by the company that processed your films and prints.

When supplying your own adverts in Photoshop, pdf or any other format please allow 3mm extra all around your advert if you require colour or your photograph to fill the page, and place text at least 8mm in from the edge.

Shown right is an example of pages taken from the 2019 Year Book. The wording on your advertisement is best kept to a minimum, bright sharp photographs speak a thousand words.

