

# Cat Fanciers' Association, Inc. – 2009 Yearbook Advertising Order

## DEADLINE: AUGUST 21, 2008

FOR OFFICE USE ONLY

Ad # \_\_\_\_\_

Namaint # \_\_\_\_\_

Namaint # \_\_\_\_\_

\_\_\_\_\_  
Name Daytime Phone # (Not for Publication) E-mail

\_\_\_\_\_  
Cattery Name or Club Name (Leave blank if neither applies)

I AM PAYING FOR AND SHARING AN AD WITH:

\_\_\_\_\_  
Name Daytime Phone # (Not for Publication) E-mail

\_\_\_\_\_  
Cattery Name or Club Name (Leave blank if neither applies)

**INDEX LISTING (PLEASE LIST YOUR NAME EXACTLY AS YOU WOULD LIKE TO SEE IT PRINTED):**

\_\_\_\_\_  
Name Additional Name in ad Additional Name in ad

**ADVERTISEMENT BY BREED – PLEASE LIST THE BREED SECTION IN WHICH YOU WOULD LIKE YOUR AD TO APPEAR (ONE BREED ONLY):**

\_\_\_\_\_  
Primary Breed

**INDEX BY BREED – PLEASE LIST ANY ADDITIONAL BREED(S) YOU WOULD LIKE TO BE LISTED UNDER:**

\_\_\_\_\_  
Additional Breed One Additional Breed Two Additional Breed Three Additional Breed Four

**SHIPPING INFORMATION FOR 2009 YEARBOOK:** *Notify office immediately if address has changed.*

\_\_\_\_\_  
Name  
\_\_\_\_\_  
Street Address  
\_\_\_\_\_  
City State/Country Zip/Postal Code

**SHARED AD SHIPPING INFORMATION FOR SECOND 2009 YEARBOOK:** *Notify office immediately if address has changed.*

\_\_\_\_\_  
Name  
\_\_\_\_\_  
Street Address  
\_\_\_\_\_  
City State/Country Zip/Postal Code

**Price of Ad Includes 1 free Yearbook.**

- Full Page Color ad .....\$380.00 (Plus Shipping)
- 2 Full Page Color ads (1 Yearbook) .....\$725.00 (Plus Shipping)
- Half Page Color ad.....\$220.00 (Plus Shipping)
- Quarter Page Color ad\*.....\$125.00 (Plus Shipping)
- Full Page (B & W) ad.....\$285.00 (Plus Shipping)
- 2 Full Page (B & W) ads (1 Yearbook).....\$535.00 (Plus Shipping)
- Half Page (B & W) ad.....\$180.00 (Plus Shipping)
- Quarter Page (B & W) ad\*.....\$ 95.00 (Plus Shipping)

\*If space is available.

**Shared Ad Prices: Includes 2 free Yearbooks.**

- Full Page Color .....\$415.00 (Plus Shipping X2)
- Half Page Color.....\$255.00 (Plus Shipping X2)
- Full Page (B & W) .....\$320.00 (Plus Shipping X2)
- Half Page (B & W) .....\$215.00 (Plus Shipping X2)

**Business Card Ad: If space is available.**

- Enclosed are two original clean business cards....\$28.00  
(Does not include a free Yearbook)

**NEW** – Purchase a full page ad and get a FREE classified listing in the Online Almanac for one year (October 2008 - September 2009). Please email the information (25 word limit), and be sure to include your cattery website address so we can link the listing to your website.

**Add Yearbook Shipping/Handling Fees to Price of Ad:**

- United States: Ad price ..... \$ \_\_\_\_\_ + \$10.95 shipping per book = \$ \_\_\_\_\_
- Canada & Mexico: Ad price .... \$ \_\_\_\_\_ + \$14.95 shipping per book = \$ \_\_\_\_\_
- Europe: Ad price .....\$ \_\_\_\_\_ + \$15.95 shipping per book = \$ \_\_\_\_\_
- Russia & Asia: Ad price .....\$ \_\_\_\_\_ + \$16.95 shipping per book = \$ \_\_\_\_\_

**Total Enclosed INCLUDING SHIPPING/HANDLING** ..... \$ \_\_\_\_\_

**Method of Payment Enclosed:**

- MasterCard  Visa  American Express  Check/Money order (*payable to CFA Yearbook.*)

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Please contact the Yearbook Department (732-528-9797, x21) if you have any further questions.*

The Cat Fanciers' Association reserves the right to refuse advertising without explanation, and at the sole discretion of the association, also to alter or amend copy or layout for any cause they may for good reason think proper. Advertisements are accepted without liability for any loss or damage caused by an error in the printing thereof. We cannot guarantee or be held responsible for exact color duplication. Any changes to ad copy must be submitted in writing.

# CFA YEARBOOK

## ADVERTISING GUIDELINES

When submitting advertisements for publication in the *CFA Yearbook*, please follow these important instructions in order to have the most effective and accurate ad possible. Keep in mind that simple ads are usually more eye catching and easier to read than those with too many photos or words.

### AD LAYOUT

- Use provided advertising packet which includes ad layout sheet, ad order form and photo labels.
- Use provided layout sheet to indicate your ad layout and copy.
- Type all copy that you would like to appear in your ad. Be sure copy is legible to avoid errors.
- All ads, except full page ads, must read horizontally across the page.
- Put additional instructions such as preferences for specific type styles (please supply example), sizes, colors, borders, etc. on bottom of layout sheet where shown. We will try our best to provide what you specify, but cannot guarantee an exact match.
- Only CFA titles and awards may be listed. All others are not permitted.
- Only CFA registered cattery names may be used.
- Any achievements written as awards will be re-worded according to CFA standards, i.e. Highest Scoring.
- Be sure to include cat's registration number and owner(s) if cat's name will appear in ad.
- All owners of cats being pictured must be listed in ad.
- Enclose properly labeled photos.
- It is your responsibility to see that all information is correct and complete.
- We will provide professional ad layout and typesetting at no extra charge.

### PHOTOS

- Photos must be original, good quality and untouched. Inkjet and laser prints and proofs will not be accepted.
- Photos can be reduced or enlarged as needed. For best results photos should be as close as possible to the size needed.
- Scan photos at 100% at 300 dpi. When doubling the size, scan at 200% at 600 dpi.
- Color photos can be used for black and white ads.
- Do not use a photo of a black cat on red background for a black and white ad. Red shows up as black when printed in black and white.
- Photos depicting cats in an unrestrained outdoor setting are not permitted.
- All photos must be of cat(s) only. Any photo(s) containing people (judges, exhibitors, etc.) are not permitted.
- Do not write directly on photos. Label photos on back with cat's name, registration number, description, breeder and owner.
- Do not attach (paper clip, staple or glue) photos to other work.
- Do not cut photos. We will crop photos per your instructions.

### DIGITAL CAMERA PHOTOS

- Digital photos can be reduced as needed. For best results digital photos should be taken at size needed.
- All digital photos should be taken at 300 dpi and saved as JPEG or TIFF files. TIFF is preferred over JPEG.

### CAMERA READY ADS

- File saved as a high resolution Adobe Acrobat PDF
- Photos need to be converted to CMYK and saved as TIFF files. Photos saved as RGB will print black and white.
- A CD or DVD of the ad must be supplied.
- You will be required to redo any ads that are not in the correct format, contain errors or do not meet the publisher's standards.

### AD PROOFS

Ad proofs are not submitted to advertisers. Please double check your entire ad. The editorial staff will make every attempt to edit and proofread accurately. In the event of an error, we are truly sorry – we cannot be held responsible.

### AD PAYMENT

- Enclose payment (check, money order or Visa, American Express or MasterCard number with expiration date).
- Do not include any other work such as transfers of ownership, litter registrations, literature orders, etc. with ad submission.

**For help please contact Shelly Borawski at the Publications Office – 732-528-9797, ext. 21 or email [sab@cfa.org](mailto:sab@cfa.org)**

**Mail completed form, photographs, layout sheet and payment to:**  
CFA Yearbook Office, 1805 Atlantic Avenue • P.O. Box 1005 • Manasquan NJ 08736-0805  
**or you may email the form and digital images to: [publications@cfa.org](mailto:publications@cfa.org)**

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