

ADVERTISING INSERTION ORDER FORM (Updated 3-24-2008)

PLEASE PRINT OR TYPE LEGIBLY — ONE FORM PER AD — PHOTOCOPY FORM AS NEEDED

Name of Advertiser _____

Address _____ City _____

State _____ Zip _____ Phone _____ Fax _____ Email _____

Copy to appear on ad: _____

AKC Registered Name of Dog (include titles) _____

Call Name of Dog _____

Sire _____

Dam _____

Health Statistics — please fill in lines provided for each: (CERTIFICATES MUST ALWAYS ACCOMPANY HEALTH TEST CLAIMS AS DOCUMENTATION, WHETHER THE AD IS BREEDING RELATED OR NON BREEDING RELATED.)

Date of Birth: _____ GM-1: _____ OFA: _____ EL: _____

CERF: _____ Optigen: _____ JDCM: _____

- CHECK SIZE OF AD (base price of ad includes one photo)
- CHECK ANY ADDITIONAL PHOTOS, LOGOS OR LINE ART AS REQUESTED.
- INCLUDE APPROPRIATE PAYMENT VIA CHECK OR MONEY ORDER MADE PAYABLE IN U.S. FUNDS TO: PWDCA, INC. OR COMPLETE CREDIT CARD TRANSACTION INFO BELOW
- INCLUDE PHOTO OF DOG. WHEN SUBMITTING PHOTOS, USE A POST-IT-NOTE OR WRITE LIGHTLY WITH A PEN YOUR NAME AND NAME OF THE DOG ON THE BACK NEAR THE EDGE OF THE PHOTO.
- SEND TO EDITORIAL OFFICE ADDRESS LISTED BELOW WITH A SELF-ADDRESSED STAMPED ENVELOPE FOR RETURN OF PHOTOS.

TYPE OF AD

- Breeding
 - Showcase Brood Bitch
 - Showcase Stud Dog
- Litter
- New Breed Champion
- Top Ten
- Obedience
- Agility
- Water
- Congratulations
- Memorial
- PWD Club
- Other _____

Full Color

- Full Page @ \$280
- Back Cover @ \$315*
- Inside Front Cover @ \$295*
- Inside Back Cover @ \$295*
- Page 1 @ \$295*
- Last Text Page @ \$295*
- Centerspread @ \$580*
- Add'l Color Photo @ \$60 each
- Logo @ \$15 each
- Line Art @ \$15 each

Black & White

- Full Page @ \$125
- Inside Front Cover @ \$175*
- Inside Back Cover @ \$175*
- Page 1 @ \$175*
- 1/2 Page @ \$75
- 1/3 Page @ \$60
- 1/4 Page @ \$50
- 1/8 Page @ \$30
- Add'l B&W Photo @ \$15
- Logo @ \$15
- Line Art @ \$15

Miscellaneous

- Address Change @ \$15
 - Kennel Card @ \$20/issue
 - Classified card @ 20 cents per word, \$3.00 minimum
- *Premium positions are sold first as color then made available in black and white as reservations permit. Please call to reserve these spots.*

CHECK/MONEY ORDER ENCLOSED \$ _____

CREDIT TRANSACTION (please fill out the following information)

Date of Transaction: _____
 Type of Card: Visa MasterCard
 Name on card: _____
 Account Number: _____
 Number on reverse of card _____
 Amount of Transaction: _____
 Description of Purchase: _____
 Effective Date of Card: _____
 Expiration Date of Card: _____
 Cardholder Signature _____