

THE COURIER

THE OFFICIAL PUBLICATION OF THE PORTUGUESE WATER DOG CLUB OF AMERICA, INC.

ADVERTISING INSERTION ORDERFORM

Please complete all fields.

Advertiser's Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Issue	<input type="radio"/> Spring - Your Family Dog Closes February 1st!
	<input type="radio"/> Summer - Annual/A Year in Review and Water Closes April 15th!
	<input type="radio"/> Fall - Stud Dog/Breeding Closes June 15th!
	<input type="radio"/> Winter - National Specialty Closes October 15th!

Ad Copy _____

Photographer's name: _____
 (Attach permission to use photo)

Registered Name of Dog (include titles) _____

Reg. # _____ Date of Birth _____ Call Name _____ Spayed/Neutered Yes/ No

Sire _____

Dam _____ Include Sire/Dam in Ad? Yes/ No

Test	Number if Applicable	Rating	Not Tested
Hips			
Elbows			
Eyes			
PRA			
EOPRA			
JDCM			
GM1			
IC-13			

Type of Ad Breeding Litter Memorial PWD Club Congratulations Other _____

Color	Cost	Black & White	Cost
<input type="radio"/> Full Page - \$280.00		<input type="radio"/> B&W Full Page - \$160.00	
<input type="radio"/> Half Page - \$150.00		<input type="radio"/> B&W Half Page, Horizontal - \$90.00	
<input type="radio"/> Outside Back Cover* - \$375.00		<input type="radio"/> B&W Half Page, Vertical - \$90.00	
<input type="radio"/> Inside Front Cover* - \$325.00		<input type="radio"/> 1/3 Page Gallery - \$75.00	
<input type="radio"/> Inside Back Cover* - \$325.00		<input type="radio"/> Kennel Card, Annual - \$100.00	
<input type="radio"/> Page 1* - \$325.00		<input type="radio"/> Kennel Card, Renewal - \$100.00	
<input type="radio"/> Pages 2/3 Spread Only* - \$600.00 (\$300 per page)		<input type="radio"/> Additional B&W Photo - \$25.00 ea. for the first two (2)	
<input type="radio"/> PREMIUM AD DESIGN - \$75.00 per Page / \$125.00 per Spread		<input type="radio"/> Additional B&W Photo+ - \$15.00 ea. for the 3 rd , 4 th , et al.	
<input type="radio"/> Additional Color Photo - \$60.00 ea. for the first two (2)			
<input type="radio"/> Additional Color Photo+ - \$25.00 ea. for the 3 rd , 4 th , et al.			
TOTAL	\$	TOTAL	\$

<p>Payment Information</p> <p>Payment via Check or Money Order ONLY Payable to PWDCA, Inc.</p> <p>Amount Enclosed: \$ _____</p> <p>Check No.: _____</p> <p>Money Order No.: _____</p>

*Photo submissions of more than three (3) photos (one photo which is included with advertisement, plus two additional) will be required to utilize the Premium Design services.

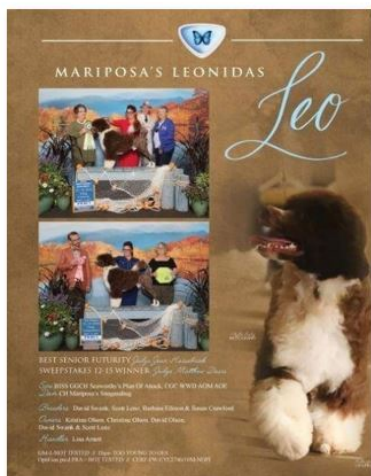
*Prime ad positions are noted with an "**". Color Prime ad positions are given priority over Black & White on a "first come/first serve" basis and with payment submitted at time of request.

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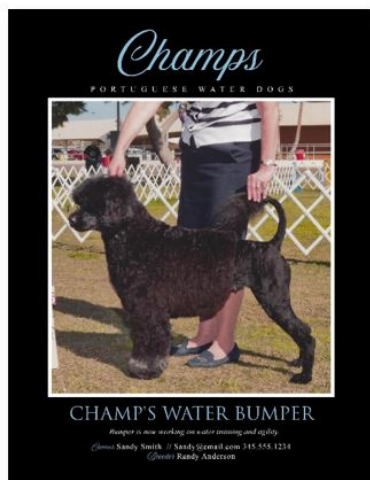
Premium Ad Design – Custom, professionally designed ad, design approval, and PDF file for your use following released publication. \$75.00 fee is in addition to placement and extras/options.

Standard Ad (Template) Design Includes – Choice of one-color background (for color ads), two fonts, one photo included per page (additional photos can be included for a fee*), dog's call name, dog's registered name, one to three bullet brags about your amazing PWD, owner/breeder/handler information, additional photo fees apply.

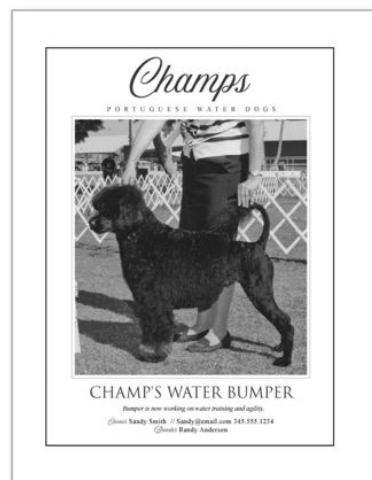
PREMIUM AD SAMPLE



STANDARD AD SAMPLE



BLACK & WHITE AD SAMPLE



Use this checklist when submitting an ad, include:

- Completed advertising insertion order form for each ad.
- Photo(s) with your name and the dog's name on a label affixed to the back of the photo. Do not write on the photo or cut it. Photographer's permission and credits requirements must be supplied.
- Health test results entered on Page 1 will be confirmed via the PWDCA HLL or the OFA website. If you have provided information on a test that is not listed in either of those sources, documentation must accompany each ad in accordance with *The Courier* advertising policy (*available on line*).
- Payment: Check or money order ONLY (payable to "PWDCA, Inc.").
- Self-addressed, stamped envelope is required for the return of photos.
- Please do not staple the ad materials, forms, etc. if sending hard copies.
- Mail to/contact: *The Courier*, Attention: Lynn Nelson - 8319 Carol Way, Scottsdale, AZ 85260 - Courieradvertisements@pwdca.org