

# SPECIAL ADVERTISING RATES

## 2021 Yearbook/Cat Talk Advertising Combo

Place a full or half page ad in BOTH the  
2021 Yearbook and the August issue of Cat Talk for one low price.

The deadline for this special opportunity is June 24, 2020 or when our quota fills.

***Limited space, get your ad in early.***

**Special AD Deadline: June 23, 2020**

_____ Name	_____ Daytime Phone # (Not for Publication)	_____ E-mail						
<b>ADVERTISEMENT BY CHAMPIONSHIP BREED</b> PLEASE LIST THE CHAMPIONSHIP BREED SECTION IN WHICH YOU WOULD LIKE YOUR AD TO APPEAR IN THE YEARBOOK:  _____ Championship Breed								
<b>SHIPPING INFORMATION FOR 2021 YEARBOOK:</b>  _____ Name  _____ Street Address  <table style="width: 100%;"> <tr> <td style="width: 40%;">_____</td> <td style="width: 30%;">_____</td> <td style="width: 30%;">_____</td> </tr> <tr> <td style="text-align: center;">City</td> <td style="text-align: center;">State/Country</td> <td style="text-align: center;">Zip/Postal Code</td> </tr> </table>			_____	_____	_____	City	State/Country	Zip/Postal Code
_____	_____	_____						
City	State/Country	Zip/Postal Code						

### YEARBOOK ONLY

**DEADLINE AUGUST 22, 2019**

- ☐ Full Page Color ad .....\$300.00
- ☐ Full Page B&W ad .....\$205.00
- ☐ 2 Full Page Color ads (1 Yearbook) .....\$500.00
- ☐ 2 Full Page B&W ads (1 Yearbook) .....\$385.00
- ☐ 3 Full Page Color ads (1 Yearbook) .....\$730.00
- ☐ 4 Full Page Color ads (1 Yearbook) .....\$960.00
- ☐ Half Page Color ad .....\$165.00
- ☐ Half Page B&W ad .....\$130.00
- ☐ Quarter Page Color ad .....\$120.00
- ☐ Quarter Page B&W ad .....\$ 90.00

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

- ☐ Full Page Color shared ad .....\$335.00
- ☐ Full Page B&W shared ad .....\$240.00
- ☐ Half Page Color shared ad .....\$200.00
- ☐ Half Page B&W shared ad .....\$160.00

**SPECIAL RATES DEADLINE  
JUNE 23, 2020  
or when quota fills.**

- ☐ Full Page Color ad Yearbook/Cat Talk Combo .....\$350.00
- ☐ Half Page Color ad Yearbook/Cat Talk Combo .....\$200.00

#### Method of Payment Enclosed:

- |  |                                   |                                      |                               |
|--|-----------------------------------|--------------------------------------|-------------------------------|
| <input type="checkbox"/> American Express                            | <input type="checkbox"/> Discover | <input type="checkbox"/> MasterCard  | <input type="checkbox"/> Visa |
| <input type="checkbox"/> Check/Money order (payable to CFA Yearbook) |                                   | <input type="checkbox"/> Paid online |                               |

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

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

**PROFESSIONAL AD LAYOUT SERVICE IS  
INCLUDED IN THE PRICE OF THE AD.**

Please contact Shelly Borawski (sborawski@cfa.org or 732-492-7216) if you have any further questions.

The Cat Fanciers' Association, Inc.® reserves the right to refuse advertising without explanation, and at the sole discretion of the association, also to alter or amend copy 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. Reasonable care will be taken with all photographs. However, we cannot be held responsible for those which may be lost or damaged. Any changes to ad copy must be submitted in writing.

# CFA PUBLICATIONS

## ADVERTISING GUIDELINES

**Special Ad Deadline: June 23, 2020**

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

- Type or print all copy 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.
- Be sure to include cat's registration number.
- 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.
- 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

- A Camera Ready ad must meet the above criteria for ad layout and photos.
- A Camera Ready ad must be submitted as an Adobe Photoshop, Quark XPress, or PDF file.
- Be sure to convert all photos, artwork and colors to CMYK.

### AD PROOFS

- A PDF proof will be emailed to the 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 American Express, Discover, MasterCard or Visa number with expiration date and security code number).
- Do not include any other work such as transfers of ownership, litter registrations, literature orders, etc. with ad submission.

### ONLINE PAYMENT

- If you would like to pay for your ad online, go to the online catalog at <http://catalog.cfa.org/yearbook-ads.html>. Fill out the advertising form and submit your payment.

**For help please contact Shelly Borawski – 732-492-7216 or [sborawski@cfa.org](mailto:sborawski@cfa.org)**

**MAIL COMPLETED FORM, PHOTOGRAPHS, LAYOUT SHEET AND PAYMENT TO:**

CFA Yearbook, 260 East Main Street, Alliance, OH 44601

**OR**

**email the form and digital images to: [sborawski@cfa.org](mailto:sborawski@cfa.org)**

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