

HALF PAGE LAYOUT

A half page in the 2010 Catalog is 5.5 inches wide and 8.125 inches tall. There is a 1/2 inch margin on all sides. The image area (room for your ad) is 4.5 X 3.75.

The cost of a half page is \$40. There is an additional charge of \$20 for each photo on the page. Line art included in your ad is not charged extra.

If you are mailing photos to us, we prefer the originals and not photocopies. Also, do not fold or staple the photos. If you are e-mailing the photos we accept tif, eps and jpg file formats. The resolution of the photo should be at least 300 dpi. Emailed copy can be accepted in Word, Publisher, Pagemaker 6.5 or earlier, InDesign or Illustrator CS version 1, or any text format that can be opened by Word. If you are emailing a camera ready ad as a pdf file, make sure that it is of "print" quality and all fonts are embedded in the file.

Please Note: Berner-Garde Numbers must be included on all ads.

The deadline for press ready advertising submission is March 6, 2010. Any ad received after that date will be subject to a surcharge or refused.

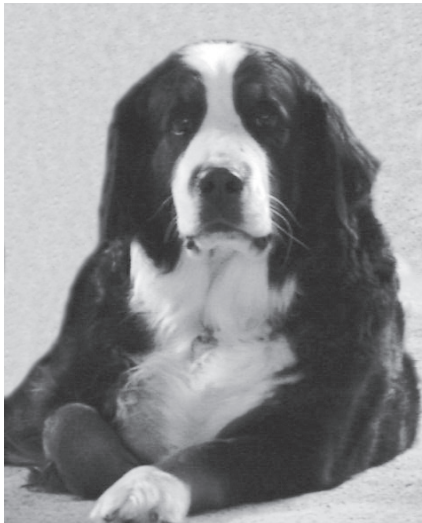
All submitted photos will be returned to you after the specialty. Make sure you include a return address.

If you are emailing your ad, please forward your payment via regular mail to:

Marian Fenlon, 2010 BMDCA Catalog
1121 Mt. Vernon Street
Oshkosh, WI 54901

If you have any questions please contact:

Marian Fenlon
Phone (evenings): (920)426-1131
E-mail: meipaw@sbcglobal.net



*Wishing
everyone
good luck
at the
Specialty*