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Rate and Information Sheet for Creating Magazine and Book Ads

**Rates for Creating Ads and Preparing the Artwork for Publication**

<u>Ad Size</u>	<u>Maximum No. of Photos</u>	<u>Cost</u>
Business Card Size	1	\$200.00
Quarter Page	1	200.00
Half Page	3	300.00
Full Page	5	400.00

The above rates include the following:

**Creative Process**

This involves the graphic design of your ad, wherein the images and text information elements you wish the ad to include are composed to fit your specified ad size and create an attractive, eye-catching layout that meets with your approval. This phase includes an initial consultation, a first draft layout, and two subsequent revisions (second and third draft) of the original layout, based upon your comments and requested changes. PLEASE NOTE: If your ad is a co-op venture with other breeders, I only want to deal with a single decision maker. Based upon the rates below, the third draft layout will be considered the final ad. Should additional revisions beyond this third draft be requested, they will be billed at \$100.00/hour in 15 minute increments.

**Mechanical Ad Preparation**

Magazine ads are printed by a four-color lithographic press, in which the magazine pages are run through the printing press four separate times and four colors of ink (cyan, magenta, yellow, and black) are applied to create a full color image. To accommodate this four color process, magazine ad departments require that all color ads be submitted as “color separations.” Also ads submitted as digital image files must be saved as TIFF files in Macintosh format. To comply with these requirements I break the original full color image of your ad layout into its four component colors of cyan, magenta, yellow, and black (known in the printing trade as “CMYK”) and burn these four digital image files onto a CD-R in the Mac TIFF format. I will also include on the CD-R those data files necessary for the magazine to generate all fonts I have used in the text of your ad. This CD-R is then sent via FedEx (for trackable shipping) to the magazine you have specified and to the attention of the ad rep who you have named as your contact. NOTE: Shipping charges will be billed extra.

**Record Copies of Your Ad**

With every ad I create for you, you will receive a color print of the ad in the actual size it will run in the magazine as well as a low resolution data file of the ad image on a CD-ROM so that you can use the ad on your website.

**Prior to creating your ad, I will need you to provide the following information:**

Publication (Name of the Magazine): \_\_\_\_\_

Ad Size (Portion of a Full Page): \_\_\_\_\_

Ad Dimensions (Width and Height in Inches): \_\_\_\_\_ Wide x \_\_\_\_\_ High

Black & White or Full Color: \_\_\_\_\_

Ad Closing Date (deadline by which magazine must receive your ad): \_\_\_\_\_

Magazine Contact (Your Ad Rep): Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

e-Mail: \_\_\_\_\_

Cats You Want to Feature in the Ad (List their Names and the "P" numbers printed on the back of photos I have shot of them)

1. \_\_\_\_\_ 5. \_\_\_\_\_

2. \_\_\_\_\_ 6. \_\_\_\_\_

3. \_\_\_\_\_ 7. \_\_\_\_\_

4. \_\_\_\_\_ 8. \_\_\_\_\_

What Kind of Customer are You Targeting? Pet Buyer \_\_\_\_ Breeder \_\_\_\_ Both \_\_\_\_

**List ONLY those portions of the following information that you want to include in the ad:**

GUIDELINE: A good rule of thumb is, the less text information, the better. Your ad will make a far more tasteful and impressive statement about your cattery if the layout is a clean one, not cluttered with more text than necessary – especially for smaller ads. If the photos of your cats are strong ones, let them do most of the talking. Beyond that, I would suggest using your cattery name as the headline with a brief slogan or breed-related subhead beneath it, if you want one. (Something like: “Heart-winning Maine Coons from Show-winning Lines” for example) Then your contact information, which might include your name, city or region, phone number, e-mail and website addresses. Finally, any message that you feel you need to convey in words, but keep it short

Your Name: \_\_\_\_\_

Address (Recommend Not Getting More Specific than City & State):

\_\_\_\_\_

Phone: \_\_\_\_\_

e-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

Cattery Name: \_\_\_\_\_

Breed(s) Offered: \_\_\_\_\_

Cattery Slogan: \_\_\_\_\_

Ad Message (Optional -- Any *brief* statement you feel it is essential to make about your breeding goals, philosophy, priorities or achievements):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_