

2018 BMDCA National Specialty Catalog Advertising

Advertising Rates:

General Submissions

Full Page including 1 picture	\$75*
Full Page Text Only	\$60
½ Page including 1 picture	\$45
½ Page Text Only	\$35

Premium Color Positions

Inside Front Cover	
Full Page including 1 picture	\$150*
Inside Back Cover	
Full Page including 1 picture	\$150*

*****First come, first paid, first served!*****

In Loving Memory (Memorials)

Full Page including 1 picture	\$70*
½ Page including 1 picture	\$40

Breeder's Directory

Ad will be included in a special section of the catalog reserved for breeders from all over the world!

1 Full Page – including 1 picture	\$75*
2 Page Special Spread – including 2 pictures	\$140*

Pride in Performance

Highlight your Performance/Working/Therapy accomplishments in our Pride in Performance section!

1 Full Page-- including 1 picture	\$75*
2 Page Special Spread – including 2 pictures	\$140*

**Add \$5 for each additional photo*



- All pictures identifying a specific dog must have a Berner-Garde number included with the name.
- All ads must be paid in full prior to catalog printing. Any ads not paid in full will not appear in publication. **ABSOLUTELY NO REFUNDS**
- **DEADLINE: Wednesday, March 14, 2018**
- One full-page ad (4 1/2" wide x 7 3/16" tall); One half-page ad (4 1/2" wide x 3 9/16" tall)
- All non-premium ads will be printed in BW/grayscale format & must be submitted as **CAMERA READY**
- Acceptable submission formats: pdf or jpg (minimum 200 dpi). If you submit in pdf format and the fonts used are not available to the Superintendent, the fonts will be changed to the closest match possible so please try to embed your fonts within the ad
- Send **CAMERA READY** ad to Catalog Ad Chair Michelle Keck at mkeck@mcall.com with "2018 Catalog Ad" in the subject line **OR** send via mail on flash drive or CD (with a printed copy of the ad) to: Michelle Keck, 2018 Catalog Ad Chair, 76 Sunset Drive, Jim Thorpe PA 18229
- Payment can be made directly via the BMDCA online store http://www.bmdca-store.com/Catalog-Ads_c_64.html **OR** by including a check with your **CAMERA READY** ad and sending to Michelle Keck at the address above.