

Effective January 2015: All Regional Clubs receive one complimentary half page, black and white ad to promote club events. Design not included, but available at the discounted club rate. Color and full-page upgrades not available.

Effective March 2017: Center Spread advertising has been replaced with the option for Double Page ads. Whereas only (1) Center Spread has been sold in the past, we now allow up to (8) Double Page ads per issue.

## Key Contacts

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## The Alpenhorn Ad Design Policies

### Overview

As an added value to our advertisers, *The Alpenhorn* production team includes a graphic designer who can create ads that are impactful and effective, as well as aesthetically pleasing to the eye. **Paid Ad Spaces include a complimentary Standard ad design**, with the option to upgrade to a fully **Custom** ad design for a \$75 design fee, payable to the BMDCA. Please refer to page 3 for a description of Standard versus Custom ad design.

### Design Standards

1. All ads featuring photos of Bernese Mountain Dogs in *The Alpenhorn* must include the BMD's Berner-Garde number and full name (call name also recommended).
2. All photographs, clip art, backgrounds, and other design elements must be print-quality (300 dpi or greater).
3. All photographs submitted for publication must include a published photo credit and a signed photo release from the photographer.
4. Color ads must be provided in CMYK color space (color ads) or grayscale (black and white ads).
5. We highly recommend that ads for *The Alpenhorn* be created by a professional graphic designer, whether you choose to use *The Alpenhorn's* graphic designer or a designer of your own choosing. Design requirements are provided.

### Included Ad Design

#### 1. Front Cover

- a. Front Cover artwork **MUST** be created by *The Alpenhorn* staff or *The Alpenhorn's* magazine designer.
- b. The Front Cover will feature a single photograph. We recommend hiring a professional photographer to create your special cover shot and ask that photos allow headroom for the masthead and be provided as high-resolution (9 inches wide by 12 inches tall at minimum 240 dpi). We prefer that show photos not be submitted for the front cover photo.

- c. *The Alpenhorn* masthead, issue date and version, and other publication information as deemed necessary by the Editor, will appear on the front cover.
- d. The front cover ad reservation includes an internal copy inset to list information about the featured dog, at no additional charge.

2. Paid Premium and Standard ad spaces include complimentary Standard ad design.

### **Standard Ad Design**

*(see examples, next page)*

Standard Ad Design includes the following design elements, to be provided by the customer on or before the published due date:

- One photo – to be provided as print-ready, high resolution .jpg (or hard copy mailed, to be scanned), including photographer credit line
- One headline
- One subhead
- One body paragraph
- Client logo and contact information
- Berner-Garde # (required)

The Ad Designer will provide:

- TWO proofing rounds
- A web-quality copy of the finished ad will be provided to the customer after publication.

Variations from the Standard Ad Design will be considered a Custom Ad Design, which is an upgrade and will be subject to the applicable Custom Ad Design fee of \$75.

### **Custom Ad Design**

*(see examples, next page)*

- For an upgrade fee of \$75 per page (Double Page ads are \$150), your custom ad design will begin with a consultation with the ad designer, during which you will discuss your vision and requirements for the ad. After you promptly provide the necessary elements, the Ad Designer will provide an artwork proof. From there, you will have the opportunity to provide feedback and creative direction, allowing for full customization of your advertisement. You will receive a high-resolution .jpg copy of the artwork for reprints after your ad runs in *The Alpenhorn*<sup>1</sup>.
- NOTE: Complimentary ad spaces, such as those provided for National Specialty winners, HIT, etc. will include Standard Ad Design, but may be upgraded to Custom Ad Design for \$75, payable to the BMDCA.

### **Regional Club Ad Design**

- Paid Regional Club Ads include Standard Ad Design with ad purchase. Custom design is available at 50% off the Custom Ad Design Fee (\$37.50 per ad).
- \$25 artwork revision fee applies when club wishes to re-use a former ad, with copy changes.

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<sup>1</sup> Native design files will be stored for 6 months by The Alpenhorn Ad Designer. If you need the artwork resized for any reason, there is a \$25 resize fee, payable to the BMDCA. Ask for details.

## ***The Alpenhorn Camera-Ready Artwork Guidelines***

### **Working With an Outside Graphic Designer:**

*The Alpenhorn* has an Ad Designer on staff who can assist you with designing your ad. However, we do accept camera-ready artwork for all advertising space (except the Front Cover, which must be designed by *The Alpenhorn* staff and/or *The Alpenhorn* magazine designer.) Please share the published Ad Design Standards with your outside graphic designer to be sure that your ad will meet the publication's requirements. Please note that we highly recommend using a professional graphic designer if you do not wish to use *The Alpenhorn* Ad Designer.

### **Accepted File Formats\*:**

Accepted file formats include: high-resolution .jpg (300 dpi), .pdf, .eps and .tif. Fonts in .pdf and .eps must be converted to outlines. Color ads must be provided in CMYK color space (color ads) or grayscale (black and white ads).

\*Word document .doc, Microsoft Publisher .pub, Microsoft PowerPoint .ppt are examples of file formats that are *not acceptable* for publication. Contact *The Alpenhorn* Ad Designer with questions.

### **Artwork Sizing**

#### **Full Page:**

- Set up your full page ad as 8.75 inches wide by 11.25 inches tall.
- The outside .125 inch will be trimmed (bleed).
- Allow 1 inch type safety on the left and right margins, and .5 inch at the top and bottom.
- Printed size is 8.5 in. wide by 11 in. tall.

#### **Half Page:**

- Set up your full page ad as 8.75 inches wide by 5.75 inches tall.
- The outside .125 inch will be trimmed (bleed).
- Allow 1 inch type safety on the left and right margins, and .5 inch at the top and bottom.
- Printed size is 8.5 in. wide by 5.5 in. tall.

#### **Double Page Ads:**

If setting up as single file, the measurements should be 17.25 in. wide by 11.25 in tall.

Do not run type or photos across the gutter (1 inch).

The outside .125 inch will be trimmed (bleed).

Allow 1 inch type safety on the left and right margins, a full 1 inch at the gutter, and .5 inch at the top and bottom.

Printed size is 17 in. wide by 11 in. tall.

#### **Contacts:**

- Sales and Design – Beth Schmoyer, [baschmoyer@rcn.com](mailto:baschmoyer@rcn.com)**
- Business Manager – Joye Neff, [Joye.Neff@gmail.com](mailto:Joye.Neff@gmail.com)**

**STANDARD AD DESIGN, example**



**Standard Ad Design** includes all of the elements that most advertisers in *The Alpenhorn* need. *The Alpenhorn* Ad Designer will work with you to create an ad that conveys your message and has the “look” you want. This is not a template, but a unique design based on the Standard Ad Design guidelines, along with your provided photo and text.



**Custom Ad Design** is available as a paid upgrade from the Standard Ad Design. Features of the Custom Ad Design include multiple photos, Photoshop work on photos (such as changing or editing the background), etc. You will work one-on-one with *The Alpenhorn* Ad Designer for your custom ad, and a high resolution .jpg will be provided for reprints after ad runs in *The Alpenhorn*.  
**CUSTOM AD DESIGN, example**