

# The Alpenhorn Design Policies

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## KEY CONTACTS

Title	Name	Email	Phone
Editor-in-Chief	Lara Usilton	<a href="mailto:TheAlpenhornEIC@outlook.com">TheAlpenhornEIC@outlook.com</a>	859.398.3882
Business Manager	Joye Neff	<a href="mailto:Joye.Neff@gmail.com">Joye.Neff@gmail.com</a>	724.799.8399
Ad Design	Michael Pineda	<a href="mailto:pinedamichael@gmail.com">pinedamichael@gmail.com</a>	317.332.3174
Ad Sales	TBD		
Production Manager/Subscriptions	Kim Caronia	<a href="mailto:littleberner@me.com">littleberner@me.com</a>	—

## Overview

As an added value to our advertisers, The Alpenhorn production team includes a designer who can create ads that are impactful and effective, as well as aesthetically pleasing. **Paid ad spaces include a complimentary standard ad design**, with the option to upgrade to a fully **custom ad design** for a \$100 design fee, payable to the BMDCA. Please refer to page 2 for a description of standard versus custom ad design. *The front cover design will always be created by our artist and is not eligible for custom or outside design.*

## Design and Image Standards

1. All ads featuring photos of Bernese Mountain Dogs in The Alpenhorn must include the BMD's Berner-Garde number (presented as "BG# XXXXX") and full name. The call name is 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. Dogs cannot be altered, retouched, flopped or photo edited in any way.
5. All images must be provided digitally. We cannot accept hard copy or photos on external devices such as CD/DVD/USB thumb drives.
6. Ads must be provided in CMYK color space (color ads) or grayscale (black and white ads).
7. We highly recommend that ads for The Alpenhorn be created by a professional designer, whether by The Alpenhorn's ad designer or a designer you choose. Design requirements are provided below. Ads should include a designer credit.

## Front Cover

1. Front cover artwork **MUST** be created by The Alpenhorn staff or The Alpenhorn's magazine designer.
2. The front cover will feature a single photograph. We recommend hiring a professional photographer to create your special cover shot. Photos must allow headroom for the masthead and be provided as high-resolution (9 inches wide by 12 inches tall at minimum 300 dpi). Win/show photos may **not** be submitted for the cover image, unless the dog is deceased and no other option is available.
3. The image must be provided digitally. We cannot accept hard copy or photos on external devices such as CD/DVD/USB thumb drives.
4. There may be no text, image insets, or other information added to the picture.
5. The dog's registered name, call name and Berner-Garde number must be provided and will be added to the cover image by The Alpenhorn cover designer.

## The Alpenhorn Design Policies

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6. Images (and the dogs within them) cannot be altered, retouched, flopped, or photo edited in any way.
7. The Alpenhorn masthead, issue date and version, and other publication information as deemed necessary by the editor, will appear on the front cover.
8. The front cover reservation includes an internal image (separate from the cover shot) and copy inset to note information about the featured dog at no additional charge. This copy is limited to 125 words and must be provided by the cover purchaser but will be edited by The Alpenhorn team to comply with standard copy guidelines.

### **Standard Ad Design** *(see examples, last 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 including photographer credit information
- One headline
- One subhead
- One body paragraph
- Client logo and contact information
- Berner-Garde number (required) formatted as BG# XXXXXX (ex: BG# 142733)

The ad designer will provide:

- Two proofing rounds
- A web-quality copy of the finished ad to the customer

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 \$100.

### **Custom Ad Design** *(see examples, last page)*

- For an upgrade fee of \$100 per page (double page ads are \$200), 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. Native design files will be stored for six 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.
- 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 \$100, payable to the BMDCA.

### **Regional Club Ad Design**

- Paid regional club ads include standard ad design with ad purchase. Custom design is available a reduced fee of \$37.50 per ad.
- \$25 artwork revision fee applies when club wishes to re-use a former ad with copy changes.

# The Alpenhorn Design Policies

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## THE ALPENHORN CAMERA-READY ARTWORK GUIDELINES

### Working with an Outside Designer:

The Alpenhorn has a 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.) If you choose to use an outside designer, please share the published ad design standards with them to be sure that your ad will meet the publication's requirements. We highly recommend using a professional designer if you do not wish to use The Alpenhorn ad designer.

### File Formats:

- Acceptable file formats include: high-resolution .jpg (minimum 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).
- Unacceptable file formats include: Word document .doc, Microsoft Publisher .pub, Microsoft PowerPoint .ppt. 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 half-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.
- The outside .125 inch will be trimmed (bleed).
- Allow 1 inch type safety on the left and right margins, a full 2 inches at the gutter (1" on either side), and .5 inch at the top and bottom.
- Printed size is 17 in. wide by 11 in. tall.

### Contacts:

If you have any questions about the specifications above, please contact us before creating or submitting any images or artwork.

- Design – Michael Pineda, [pinedamichael@gmail.com](mailto:pinedamichael@gmail.com)
- Business Manager – Joye Neff, [Joye.Neff@gmail.com](mailto:Joye.Neff@gmail.com)

## The Alpenhorn Design Policies

**Standard Ad Design** includes all 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.



Standard ad design example.



Custom ad design example.

### Deadlines:

For those using The Alpenhorn’s design service, photos and copy are due no later than seven days after ad reservation. Camera ready ad deadlines for each issue can be found here: [https://www.bmdca-store.com/Advertising\\_c\\_37.html](https://www.bmdca-store.com/Advertising_c_37.html).

### The Alpenhorn Ad Refund Policy:

Materials for ad design and/or finished advertisements are due by the dates outlined in the confirmation email sent by our ad coordinator. So that we can produce a timely and complete magazine, these deadlines are absolute. Failure to comply with the stated deadlines will result in your ad reservation moved to the next issue. If ad materials are not received by the deadlines for the next issue, your ad reservation will be cancelled and your ad fee will be refunded, less a 25% administration fee. If you have purchased ad design services, those will be refunded in full.

Please be sure to add [Joye.Neff@gmail.com](mailto:Joye.Neff@gmail.com) to your approved senders list so you do not miss your ad confirmation email. Note: The confirmation from Joye Neff is separate from the receipt you receive from the BMDCA online store for your ad purchase.

*These ad and image policies are final. Failure to comply will result in rejection of the ad/image and forfeiture of the ad/image position in the magazine. If you have any questions about the policy, please contact us before creating or submitting any images or artwork.*

*Advertisers are solely responsible for the accuracy of claims made within their ads and inclusion in The Alpenhorn does not imply endorsement of or verification by the BMDCA or the editors.*