

**THE WESTMINSTER KENNEL CLUB**  
111 Broadway, Suite 805, New York, NY 10006  
212-213-3165

### **Commercial Advertising Contract**

Please insert one full page black and white advertisement in the official catalogue of The Westminster Kennel Club Dog Show, for which I agree to pay the sum of **\$350.00**.

Please Note:

1. All advertisements are subject to acceptance by The Westminster Kennel Club.
2. All copy and photography are to be supplied by the advertiser.
3. Rate includes the cost of one (1) reproduction, in black and white; each additional reproduction requires an additional **\$20.00**.
4. There are no agency discounts.
5. No film or negatives will be accepted.
6. If you are providing a disk, please be sure to include a hard copy of the entire ad.
7. If you would like your photo and/or disk returned, please print your name and address clearly on the back of all items.
8. Please make your check payable to The Westminster Kennel Club. Kindly send payment, this contract, and your ad material to the address above. Payment must be included with contract and ad materials. You can mail, email, or fax **(212-213-3270)** your ad and contract to **Florence@westminsterkennelclub.org** with a copy to **info@westminsterkennelclub.org**

Thank you for your support of our 146th show!

**DEADLINE FOR ADVERTISING December 3<sup>rd</sup>, 2021**

To pay by credit card, please complete the following information:

Name on Card: \_\_\_\_\_

Credit card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Signature: \_\_\_\_\_ Amount: \_\_\_\_\_

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

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

\_\_\_\_\_

Show # 491

Please number each ad.

# Westminster Kennel Club

AD NO.

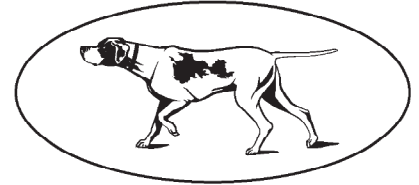
Signed \_\_\_\_\_ I Enclose \$ \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_

Full Page Breeder Ads \$150.00 Commercial Ads \$350.00

★ AD DEADLINE ★  
**DECEMBER 3, 2021**



**IMPORTANT!**

*PRINT PLAINLY OR TYPEWRITE ALL AD COPY TO AVOID TYPOGRAPHICAL ERRORS, GIVE SPECIAL EMPHASIS TO THE DOG AND OWNER'S NAME.*

All Photographs and Artwork will be returned if they are identified correctly on the back with name and address.

**PHOTOGRAPHS ARE SCANNED FOR AD PLACEMENT. FOR BEST RESULTS PLEASE SEND ORIGINAL PHOTOGRAPH. NO SCREENED PHOTOS & NO NEGATIVES.**

**DIGITAL AND/ OR E-MAILED ADVERTISING ARE ONLY ACCEPTED WITH HARD COPY PROOF MAILED TO CLUB WITH PAYMENT.**

If sending an ad from a previous MB-F show catalog, indicate the name & date of the show.

Reproductions of pictures from show catalogs, telephone books, business cards, screen photos, faxed logos or artwork, etc. results in POOR QUALITY and are not guaranteed. Copy and Logos on dark colored backgrounds cannot be guaranteed separation.

For any additional artwork or outside work, an additional charge will be made.

Be sure ALL PHOTOGRAPHS, ARTWORK, etc. are labeled. **DO NOT BEND, FOLD. TAPE OR STAPLE PICTURES.** PLEASE ATTACH WITH PAPER CLIP.

There will be a \$20.00 charge for each additional photograph.

**UNLESS OTHERWISE INDICATED. ALL PHOTOS MAY BE CROPPED TO PUT EMPHASIS ON THE DOG.**

*If you have any questions, call:*  
**The Westminster Kennel Club**  
**212-213-3165**

5" x 7 3/4" Full Page

**NOTE:**  
Trim 6" x 9"  
Bleed .125"  
Live Area 5" x 7.75" (No copy outside this area)  
Margins .5" top & sides; .75" bottom

\*If you desire special placement of your ad, specify here \_\_\_\_\_