

ADVERTISER'S ORDER

FOR OFFICE USE ONLY

All advertising orders are subject to club approval. Orders and fees MUST be sent to the club.

LINE NUMBER _____

CLUB NAME _____ SHOW DATE _____

ADVERTISER'S SIGNATURE _____ I ENCLOSE \$ _____

ADDRESS _____ BILL ME LATER

TELEPHONE _____

DEADLINE DUE TO AD CHAIRMAN
_____, 19____

CHECK ONE: AD SPACE FULL PAGE _____ 4 1/2" x 7 1/4"
 HALF PAGE _____ 4 1/2" x 3 5/8"
 QUARTER PAGE _____ 4 1/2" x 1 13/16"

FULL PAGE (actual size)

USE THIS SPACE
TO DESIGN
AND LAYOUT
YOUR AD

HALF PAGE (actual size)

QUARTER PAGE (actual size)

- NO ADS LESS THAN QUARTER PAGE •
- ALL COVER ADS MUST BE FULL PAGE •

- PHOTO ENCLOSED
Photos will be returned
- ART ENCLOSED
Business card, Logo, Line Drawing, PMT
- RETURN ART
Unless checked, art will not be returned
- TEAR SHEET FROM PAST CATALOG
Original photo required
Indicate KC name and date of Catalog

DO NOT EDIT AD

ADS ARE SUBJECT TO EDITING BY THE ADVERTISING STAFF, IF THE COPY IS NOT CLEAR OF INTENT OR IF IT INCLUDES TOO MUCH COPY AND PHOTOGRAPHS FOR SPACE ALLOWED.

TIPS TO ADVERTISERS

PLEASE TYPEWRITE OR PRINT PLAINLY ALL COPY

A few well chosen words make
a more attractive advertisement

The cost of making a halftone from a photo is charged to the advertiser.

Please submit clear photographs...Black & White preferred.

PMT halftones and negative halftones are NOT accepted.

Halftones on tear sheets are NOT accepted for reproduction. Please send original photo along with tear sheet copy.

Artwork requiring a PMT stat will incur an additional fee.

Photographs to be stripped into circles or ovals should have plenty of background showing.