

How To Get A Great Ad

Getting a great ad is easy if you follow some simple guidelines for submitting materials. 95% of the ads in this magazine were created by our ad designer.

If you are working with an ad designer and would like to have him or her create your ad please have them contact Marcy@swqmagazine.com for the specifications on camera ready ads.

Photographs

The very best results are attained when the original photograph is submitted. Please be sure to label the back of your photo with the return information and the dog's name.

Digital and electronically submitted photos are acceptable if they are of high enough resolution. Scans of photos must be 300 dpi and be the same size that will appear in the ad. Photos from digital cameras often are not the 300 dpi that we require for photos. If you absolutely have no other alternative than a digital photo, please submit it as it is downloaded from the camera. Do not change the size or resolution. We will do our best to accommodate you.

We cannot accept color copies of photos or photos that have been printed on ink jet printers. These do not give acceptable results when scanned.

Ad copy, design and layout

Please send your ad copy typed or very clearly printed. Hand written copy is very difficult to decipher and can cause typographical errors.

A rough layout of how you would like your ad appear is enough for us to make your ad great. If you would like special fonts, backgrounds or colors please let us know and we will do our best to accommodate your wishes.

Please be sure to include e-mail or phone number in case we have questions about your ad.

Statistic References

If you are including your dog's current ranking in your ad please reference the source and the date of the statistic. We will print it at the bottom of your ad.

Special features

If your ad is to appear in a special feature section (breeder tribute ad, stud dog page, ABC winners, etc.) please make sure to indicate that in your materials.

Advertisers Copies and Payment

All advertisers copies are mailed first class along with the return of ad materials.

Payment must be made at the time the ad is submitted. No ads will be billed. For your convenience we accept Visa & Mastercard through Pay Pal. If you wish to pay with a credit card through Pay Pal we will e-mail a Pay Pal invoice.

Ad Submission Checklist

- Original photographs, labeled with return information and dog's name. Or if electronically submitted a resolution of 300 dpi at the size that they will appear in your ad.
- Ad copy, typed or clearly printed. Include all the information you would like to have appear in your ad.
- Special instructions for backgrounds, fonts or colors.
- Address, phone number and e-mail address so we may contact you if we have questions.
- Correct payment.
- If you are including a ranking for your dog, include the source of the ranking.
- A note if your ad is to appear in special section of the magazine.