# National Ad Design

Show off your kennel and/ or dogs accolades with a custom full page ad in the National Catalogue.

## Design

Any special instructions concerning the design of your work should be included in the email – including preferred colours, theme and/or layout.

If you have no ideas on how you would like the design, the designers will create something by choosing colours that will show off your dogs to their best advantage.

## Images

Images must be high resolution and in the correct format (.jpg). Photos taken on mobile phones may have reduced quality in the overall ad design.

Any photo taken by someone else (i.e. a photographer) **must have** the full permission to use the image(s) in the design – this is your responsibility to make sure you have the correct permission.

The designers will do simple image amendments, however there will be no corrections to the structure of your dog.

## Text

The text for your advert should be provided in a typed format either in the body of an email or attached as a word document (images/ screenshots will not be accepted). Your text should include all information such as Kennel prefix, dogs registered name, sire/ dam of the dog, pet name, owners, breeders, handlers, contact information and top accolades.

## Price

Single pages - $65\*

Double page - $120\*

\*prices are for ad design only – additional costs will apply to place the ad in the catalogue.

Ads are able to accommodate up to 3 images per page with reduced amounts of text.

The designers will provide the opportunity for up to 3 reviews of the ad design. It is your responsibility to double check accuracy of spelling and the content of the ad.

## Due Date for Design Requests

To ensure your ad makes it into the print cut-off, all design requests must be placed by 30 June.

Email design requests to: [dexartgraphicdesign@gmail.com](mailto:dexartgraphicdesign@gmail.com)