

The World of Chows in 2009 and 2010

We kindly invite you to participate in advertising in 'The World of Chows in 2009 and 2010'. The book's format will be DIN A4 (about 21 x 29 centimeters).

Pictures can be in colour or black and white.

Adverts are the best with one picture per page, but 1/1 adverts may contain two.

Text in an advert page with a picture can best be limited to a few sentences (remember 'less is more') or to a pedigree. Don't forget to mention your country in address and phone number.

The prices for advertising are in euro (book **not** included)

	Full colour	Black and white
1/1 page	325	250
1/2 page	200	150

Adverts welcome in March, April, May 2011

Please send your material to your national correspondent..

Text

Text for the advert please in Word (.doc) or Rich Text Format (.rtf) with as few lay out as possible (so called 'plain' text).

If you wish to show a *pedigree* in the advert, use this notation (we convert this into a pedigree):
sire # dam # sire of the sire # dam of the sire # sire of the dam # dam of the dam # great
grandparents from 1 to 8, separated by #

- capitals only at the beginning of a word

- in the ancestors please mention no day titles and mention champion titles only by one **Ch**

Pictures: hard copy or digital

Not-digital (hard copy)

Size of photos: maximum A4 (30 x 21 cm). Quality: sharp with sufficient contrast

Digital

Please offer the pictures in JPEG, with extension .jpg. Digital pictures can only be used for quality printwork when the size of the document is big enough. A picture of one column (the pictures of the champions, the majority of the article illustrations) must have a minimal size of 1 mB or 1000 kB. Really beautiful images, with a potential to be used at half page or full page, must be *at least* 2 mB (2.000 kB). There is no maximum. Low quality pictures, especially over-exposed ones, can not easily be corrected. It is not sufficient to send us picture documents in sizes of 25, 50 or even 300 kB, even when this is the only picture available. This is because the picture size is far too small to be printed. It doesn't say anything when such a picture looks rather nice when you print it. A printer works different from the way a book is made.

In case you doubt if a document with a size smaller than 1 mB would be good enough to send in, check it at a spot (website, shop) where you can offer digital pictures to be printed in photo quality. Choose the size you suppose the picture must have in the advert and look for the quality evaluation. When it is in the highest category, then very probably the picture is good. But it makes no sense to send a picture which gets the score medium or low quality, as this is an indication it cannot be printed in the book in the size needed.

In technical terms pictures must have resolution 300 dpi, while pictures made by a digital camera normally have a resolution of 72 dpi. As printing needs 300 dpi these pictures are used at 1/4 of the

real size. For example, a picture in 72 dpi of 40 centimeters width can be in print no more than 10 cm. And not much is left for printing when only part of this picture contains the subject. So please send pictures from a digital camera as big as possible. For reference: a camera of 4,1 million pixels gives a picture of about 80 centimeters.

Lay out

We can make the lay out for your advert. But when you want to do it yourself, it must be in the programs QuarkXpress, Photoshop or Illustrator. In QuarkXpress always add the illustrations and fonts. In Illustrator-files change the text in lettercontours. Also pdf-files in high resolution can be accepted.

Size: width x height: 1/1 advert 190 mm x 281 mm, ½ advert 190 x 136 mm.

Full page with a bleed: 216 mm x 303 mm..

No advert in Word please

Some people send in their advert in a Word lay out. Such a document can only be used to show your wishes, but *it can not be used for printing*. When you send such a Word document, with text and illustrations included, always send separately the pictures and logo's et cetera as well.

Proof

BBPress will send you a proof of the advert in .pdf for approval to your mail address. Please send your e-mail address with your advert material when it's not mentioned in the advert.

Book order

The book is **not** included in the advert price. Please order a book from the national correspondent. The price before publication is 49,50 euro. After publication you can buy the book from the publisher, for 59,50 euro plus shipping costs.

Payment

Please send your reservation, material and payment to your national correspondent, who will take care everything is transferred to BBPress well in time.

Should the project, by any reason, have to be cancelled, all payments received by BBPress will be refunded by BBPress to the national correspondent.

**The World of Chows in 2009 and 2010 is a project of BBPress,
publishing house in the Netherlands, which is specialised in high quality dog books.**

www.bbpress.nl



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