

Vizsla Field Media Kit

Ad Specifications

To ensure that your ad reproduces with the highest quality possible, please pay careful attention to the following requirements before submitting your ad.

Acceptable Application Files

Vizsla Field is PC based, however Mac files that are PC compatible are acceptable.

Adobe Acrobat PDFs (.pdf)

Saved as a print-optimized (high resolution, minimum 300 dpi) no image compression and embedded fonts.

Quark XPress 7.x (.qxd)

Please collect files for output to ensure all associated fonts and images are included with the Quark file. Placed images must adhere to the photos/images specifications below and should be sized at 100%. Collected Quark files should be compressed as a ZIP (.zip) file when sending via email.

Adobe Photoshop 6.0 - CS (.tif, .eps, .psd, .jpg)

Saved at a minimum of 300 dpi, sized at 100%.

Adobe Illustrator 9.0 - CS (.eps)

Save as an eps file. Convert fonts to outlines and embed images or include all fonts and images separately.

Microsoft Word (.doc)

Ads submitted as Microsoft Word documents will be recreated by Mira Designs in one of the above acceptable application formats. Please include any graphics/photos separately following the guidelines under photos/images, below.

Unacceptable Application Files

We CANNOT accept Microsoft Publisher, Pagemaker, Power Point, or Corel Draw as "camera ready" ads

Photos/Images

Scanning and saving photos/images

Photographs, grayscale and halftone images must be scanned at a minimum resolution of 300 dpi and saved as a tif file.

Black and white line art (no grayscale or halftones) must be scanned at a minimum resolution of 1200 dpi and saved as a bitmapped tif file.

Images from or created for the web are unacceptable due to low resolution.

Color

All color artwork must be submitted in CMYK format, not RGB or Pantone colors. Artwork submitted using RGB or Pantone colors will be converted to the closest possible CMYK equivalent.

Fonts

True Type fonts only. If Post Script or Multiple Master fonts are used, we reserve the right to substitute them with True Type fonts.

Convert fonts used in eps files to outlines.

Do not apply bold or italic attributes to your fonts from the font style menu, as these may not print correctly. Only use the actual bold or italic version of the font.

Delivery Methods

Be sure to check your ad for accuracy and acceptability before sending. Vizsla Field will not be held responsible for errors or omissions.

Email

Files not exceeding 6 MB may be emailed to michel@miravizslas.com with the subject VIZSLA FIELD AD. Files exceeding 6 MB must be sent on a CD.

Postal Mail

Ads may be mailed either on CD.

* Clearly label the disk with the name of the advertiser and the publication

- * Include a print out
- * Include your name and phone number should we need to contact you

Mailing Address:

Vizsla Field
 C/O Michel Berner
 Mira Designs
 W14849 Scotch Pine Rd.
 Fairchild, WI 54741

Ad materials or disks mailed to us will not be returned unless requested. Returns will be handled after publication unless immediate return is arranged. Vizsla Field does not accept responsibility for loss or damage to materials.

Regular Advertising Rates

All rates are “per issue” unless noted. All ads must be paid in full prior to deadlines. Send checks payable to NVA to Michel Berner, W14849 Scotch Pine Rd., Fairchild, WI 54741

Size	Camera Ready		We Do the Layout	
	Member	Non-Member	Member	Non-Member
Full page w/ gray photo (7" x 9.5")	\$60	\$85	\$ 75	\$100
Half-page w/ gray photo	\$35	\$60	\$ 50	\$75
1/4 page w/ gray photo	\$20	\$45	\$35	\$60
Inside cover w/ photo in color (7" x 9.5")	\$100	\$150	\$125	\$175
Stud dog / Kennel text listing (per year)	\$60	\$85	\$65	\$90
Trainer text listing (per year)	\$60	\$85	\$65	\$90

The Vizsla Field is published quarterly with article advertising deadlines as follows:

Issue	Deadline	Information
Spring	January 15th	Nationals Information
Summer	April 15th	Eastern Championship Results
Fall	July 15th	Nationals Results
Winter	October 15th	Quail Classic Results

These dates are non-negotiable, and late submissions will be posted in the subsequent issue.

Article Submissions

Acceptable Files

- Microsoft Word (v. 2003 or earlier)
- Corel Word Perfect (v. 10 or earlier)

Any photos or graphics that will accompany the article must be sent as a separate attachment that meets the above listed specifications.