

**IRISH RED & WHITE SETTER CLUB OF GREAT BRITAIN
2018 YEAR BOOK PRO FORMA**

The contents of the 2018 Year Book will relate to 2017 and 2018. In order to facilitate the completion of the Year Book in time to be distributed at the Club Open Show, Crufts and the AGM, a strict deadline for receipt of pro formas and copy of 31st October 2018 will be applied. NB Amendments to text only relating to November and December 2018 achievements will be accepted up until 16th December.

INSTRUCTIONS

If you are able to type your advertisement in Microsoft Word as you would like it laid out in the Year Book this would be most helpful, but not essential as the design can be done for you by the Editor. Don't forget to indicate where you would like any photographs to appear. Hand written copy will be accepted together with guidance notes as to layout. In the absence of any guidelines the layout will be determined by the Editor. 'Wordy' advertisements tend not to get read, keep it simple! If you wish to send a finished, print ready PDF document please request an A5 template from the Editor.

PHOTOGRAPHS

Colour photographs may be used for either colour or black & white advertisements. Black & white photos tend to reproduce darker than modern colour photos reproduced in black & white. Please be clear with your instructions for photos e.g. including handler/judge or cropped around the dog. Digital photographs must be at least 1600 pixels x 1200 or better, using normal compression JPEG file. Scanned photos don't tend to work well but if used must be saved in PC format as TIFFs (300 dpi resolution) as JPEGs lose quality the more you open and save them. Higher quality photos will produce better so full size is best. Digital (original size please without borders or frames) or scanned photos should be emailed to the Editor or can be provided on a disc and sent with your pro forma. NB hard printer copies of digitally taken photos do not reproduce well.

PRICES

BLACK & WHITE FULL PAGE A5

Half page	£25 to include no more than 1 photo and limited text
1 page	£40
2 pages	£70 (a saving of £10)
3 pages	£100 (a saving of £20)
4 pages	£130 (a saving of £30)

Additional pages £40 each. There is no charge for additional photos on the page but remember the more photos on the page the smaller their size!

COLOUR FULL PAGE A5

1 page	£80
2 pages	£150 (a saving of £10)
3 pages	£220 (a saving of £20)
4 pages	£290 (a saving of £30)

Additional pages £80 each. There is no charge for additional photos. No half pages.

BLEED PAGES

If you require a bleed page i.e. edge to edge photo with or without text overlay these are available at extra cost - **£6 per page in addition to price of page above.**

Members advertising in the Year Book receive one copy only, as a Member. Joint members receive one copy only. Additional copies are available to purchase from the Secretary.

PLEASE COMPLETE AND DETACH FROM NOTES BEFORE SUBMITTING

NAME: AFFIX:

ADDRESS:

TELEPHONE: FAX:

PLEASE INDICATE IF YOU WISH TO RECEIVE A PROOF BY EMAIL ONLY: YES/NO

EMAIL ADDRESS:

PLEASE BOOK ME THE FOLLOWING PAGES IN THE 2018 YEAR BOOK

Half page (A6) black and white @ £25	£.....
1 black and white page A5 @ £40	£.....
2 black and white pages @ £70	£.....
3 black and white pages @ £100	£.....
4 black and white pages @ £130	£.....
Additional black and white pages @ £40 each	£.....
1 colour page A5 @ £80	£.....
2 colour pages @ £150	£.....
3 colour pages @ £220	£.....
4 colour pages @ £290	£.....
Additional colour pages @ £80 each	£.....
Bleed page – extra to above – £6 per page	£.....
TOTAL ENCLOSED (FULL PAYMENT REQUIRED) £.....	

CHECKLIST – all can be received by email or post

- Completed pro forma
- Copy/text included
- Photos/disc (digital photos can be emailed)
- Full payment (cheque, BACS or for overseas using IBAN – details below*)
- *Please make cheques payable to IR&WSCofGB (not the Editor) - £ sterling only
- BACS payment – Barclays sort code 20-45-77 Account No. 00512419 IRWSCGB
- Overseas – IBAN: GB65 BARC 2045 7700 5124 19

**RETURN ALL TO THE YEAR BOOK EDITOR BY 31ST OCTOBER 2018 (amendments up to 16th December) by email or post: Email: barry.rustasha@btopenworld.com
Susan Barry, 1 Cherrytree Cottages, Wethersfield Road, Sible Hedingham, Halstead, Essex. CO9 3LZ.**

Queries – email or messenger preferred Telephone: (+44) 01787 461339