



# AKC Meet the Breeds Program Guide

## FEATURED SHOWCASE Ad Specifications

AD SIZE:  
3.5" x 2"

### ACCEPTABLE DIGITAL FILE FORMATS:

- Adobe Illustrator EPS (all fonts converted to outlines)
- Adobe PDF (all fonts embedded)
- 300 DPI TIFF
- 300 DPI JPEG

All color ads should be accompanied by a **printed color proof** — we will use this as color reference to match color as closely as possible on press. If no color proof is provided, **we are not responsible for any variance of color** in the printed publication.





# MEET THE BREEDS™ Event Show Guide

Advertising Form

Advertiser hereby authorizes the American Kennel Club, Inc. ("Publisher") to feature the following product in the **2010 Meet The Breeds™ Event Show Guide** and for 6 months on the web at [meetthebreeds.com](http://meetthebreeds.com).



Product Name: \_\_\_\_\_

Please include your product description of 40 words or less:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

— or —

My text will be emailed to: [kna@akc.org](mailto:kna@akc.org)

A professional quality color digital photograph of my product or logo is being emailed to [kna@akc.org](mailto:kna@akc.org). My digital file format is JPEG or TIFF at actual (100%) size, at 300 dpi.

**MEET THE BREEDS™**  
Event Show Guide and Web Page

Event Show Guide Ad ~~\$500~~ **\$375**  
**Early Bird Special**

TOTAL DUE \$ \_\_\_\_\_

Check enclosed, payable to *American Kennel Club*  
— OR —

Charge my credit card:  VISA  Mastercard  
 AMEX  Discover

Credit Card Number: \_\_\_\_\_

Exp Date \_\_\_\_\_

URL: My URL for live link (optional): \_\_\_\_\_

Company: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

## AKC CLASSIC PLUSH TOYS

These true-to-life plush toys are made to resemble woodland animals — from mallards to squirrels — to appeal to your dog's natural hunting instincts. Safe and durable, they are ideal for dogs of every age and activity.



[www.xyz.com](http://www.xyz.com)

SAMPLE Show Guide ad (actual size 3.5" x 2")

### CHECKLIST for appearing in **Meet The Breeds™ Event Show Guide**:

- 1 Read and complete the **Advertising Form** in full (front & back, please).
  - 2 Include your **check or credit card** information
  - 3 Furnish your own **product description**.
  - 4 Submit your **digital product photo or logo** (see above specs).
- Your showcase listing **will NOT appear** if any of these steps are **not completed by August 13, 2010**.

Please send completed form and fee to:  
**Kylie Augustine**, The American Kennel Club, Inc.  
260 Madison Avenue, New York, NY 10016  
Phone: 212-696-8295 • Fax: 212-696-8239 • Email: [kna@akc.org](mailto:kna@akc.org)

## TERMS AND CONDITIONS

1. Full payment and this completed form must be received by August 13, 2010.

Submit completed form to:

**The American Kennel Club**

**Attn: Kylie Augustine**

260 Madison Avenue

New York, NY 10016

Forms with credit card payment may be faxed to 212-696-8239.

2. Publisher reserves the right to decline, reject, or cancel any advertising for any reason, and at any time, without liability, even though previously acknowledged or accepted. If, for any reason, Advertiser's product can not be included in the publications, AKC shall refund the advertising fee.

3. Product placement and advertisement layout shall be at the sole discretion of the Publisher; product description is subject to revision by Publisher.

4. Advertiser and its agency, if there is one, each represents that it is fully authorized to said advertisement and the contents therein. Advertiser and its agency, if there is one, hereby jointly and severally indemnify and hold Publisher harmless from and against any and all claims, damages, liabilities, obligations, losses and expenses (including, without limitation, attorneys' fees and disbursements) in connection with the publication

of such advertisements, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all other claims now known or hereafter devised. All advertisements are accepted and published upon the representation by Advertiser and/or agency, if there is one, that they are authorized to grant the right to publish the entire contents and subject matter thereof in Publisher's publications and that such publication will not violate any law or infringe upon any right of any person or entity in consideration of the publication of advertisements.

5. Advertiser and its agency, if there is one, shall be jointly and severally liable for payment for advertisements and all other obligations in connection with advertising published in any of Publisher's publications.

6. Publisher is not responsible for errors in key numbers or advertisers' index. No refund or discount will be allowed.

7. No terms or conditions, printed or otherwise, appearing on any contracts, orders, copy instructions, or otherwise which conflict with or amend the provisions of this form or which are inserted unilaterally by the advertiser or its agency, if there is one, will be binding on Publisher.

### **SIGN HERE**

Advertiser has read and agrees to the Meet The Breeds™ Event Show Guide Advertising Form, including the Terms and Conditions, and understands that this form shall be legally binding between the Publisher and the Advertiser. This form may be executed and delivered by facsimile and a facsimile signature shall be treated as an original.

Print Name of Advertiser: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (Please Print): \_\_\_\_\_ Title: \_\_\_\_\_