



The British Chihuahua Club

Yearbook Advertisement Order Form

British Chihuahua Club Yearbook 'The Chihuahua Chronicle' – 33rd Year of Publication

The Chronicle is back with a new feature! We have always featured an 'In Memoriam' list of people and Chihuahuas that have passed during the year, but those who want a more special tribute can now place a memorial page to their dog in a new '**Loved and Lost**' section for just £15. The cost to place the usual breeder and exhibitor advertisements returns to £65 a page for colour and £30 for black-and-white, or there's an **Early Bird £5 discount** if you book and pay for your ad by the end of our Championship Show on 21st November. The price includes layout and design of your ad if required. This price also includes free entry in the Affix List, which is otherwise £10.

Commercial advertisers are welcome – please enquire about our low rates for full, half and quarter pages.

Name

Contact Details (To pay by PayPal you MUST provide an email address).

I would like to place an advertisement in the 2022 edition of the British Chihuahua Club Yearbook.

Full Colour Advertisement		Page(s) at £65.00 per page (£60 before 22 nd November)	£	
Black-and-white Advertisement		Page(s) at £30.00 per page (£25 before 22 nd November)	£	
Loved and Lost Memorial Page		Page at £15.00	£	
No advertisement, just an entry in the Affix List (enter details below) at £10.00			£	
Total £				

Payment by cash, cheque or Postal Order in Pounds Sterling, or card payments by request.

I enclose a cheque/PO for £ made out to **The British Chihuahua Club**

I would like to pay by **card** - please send invoice to my contact email address above

Please return this form with advertisement details, any photographs and payment to
Mr B Coxhead, 1 Elm Way, Bacton, Stowmarket, Suffolk IP14 4NX
 Email: editor@britishchihuahua.club Tel: 07985 405078

DETAILS FOR AFFIX LIST

Example full listing – you may wish to give out less information

EXHIBITOR, Mrs A

1 Pleasant Walk, Showington-on-Sea, Essex AB1 2YZ

cheerychis@btinternet.com

www.cheerychis.net

CHEERYCHIS

T: 01234 567890

M: 07070 707070

Please include the following details / the same details as last year (*delete as appropriate*)

Name Affix

Address

Telephone Mobile

Email

Website

Put all the information here that you want to be printed in your listing, but please **be sure to give us your full contact details in the form above**

Tips for your advertisement

Design – you are welcome to send in an advertisement as an image that's ready to go straight in the book, but if you prefer, you can just provide the pictures and text for your advert and an idea of how you would like it to look and we will design and lay it out for you, and let you approve the design.

Format – If you are sending in a finished advert we prefer it in JPEG format. Results are also much better if you supply one version with all the small plain wording and one without, so the wording can be added over the top of the ad by us as text, because wording in a jpg tends to be much less sharp than if it's printed separately as text. A PDF is also acceptable, or a Word document, preferably with the pictures supplied separately as JPEGs.

Size of advert – if you take an A4 piece of paper (such as most utility bills) and fold in half, that's the A5 size we use to print the book. When designing your advert try to plan it for that size. The size of an A5 page is 14.8cm x 21cm but you should keep pictures and text a little away from the edge, because the book is printed on slightly larger paper and then the finished book is trimmed to size, possibly losing a few mm from one edge.

Likewise if you are using a coloured background it needs to be a little larger than the finished page size so that you don't get a little bit trimmed off one side and a white border left down the other. The diagram on the right gives the details for the technically-minded 😊

Size of Pictures – the bigger the better is the rule for pictures. It's generally easy to make a large picture smaller, but if you try to make a small picture larger the results can be unacceptable:

