

NOTES FOR GUIDANCE

PLEASE READ THE INFORMATION BELOW BEFORE COMPLETING THE FORM

Please type or print your text to avoid errors and to make your wishes absolutely clear, and state whether you want colour or black & white at the top of each page. If it helps, mention a page number or advert you have seen in previous year books to explain what you want. Please check bullet points below:

- **PHOTOGRAPHS:** Usually the focal point of your page; so you are strongly advised to use one of the professional photographers often available at shows throughout the summer. A poor quality photo will completely spoil your page.
- You must own the copyright of photos used, and professional photographers do like to be acknowledged at the side of the photo, if possible.
- Photocopies of photos cannot be used.
- **Please print the names of the dog and the owner on the reverse, ideally using a label,** as the text and photos will be separated during the printing process, and could easily be lost. Photos will be returned to you but cd's will not, unless specifically requested.
- Copy can be received by e-mail, or CD and it is helpful if a paper copy can be included to show exactly the layout you want. We can also accept written copy plus photos – please write legibly. If you send copy by E-mail please note that we cannot process your review until payment has been received. E-mails and their photos should include your affix in the file name, if applicable. Photocopies of photos cannot be used, and if you print your own digital photos please email them as an attachment, not within the text of your e-mail.
- **BLEED** - When tints or images run right up to the edge of the page the Printers have to add a 'bleed'. This is just extra image outside the page area to assist the Printers when trimming the job. The standard bleed requirement is 3 mm on all four edges of the page. If you are supplying your own artwork please ensure that you have added 'bleed'.
- **DIGITAL PHOTOS** – must be at least 1600 pixels by 1200 pixels or better, using normal compression (i.e. the least compression). The file size will be approx. 850k at these settings. This will be a JPEG file.
- **TEXT:** should be kept to a minimum to enhance the size of the photos. If you choose to make reference to eye or hip examination results please state the scheme used and the date of the most recent certificate. Please try to avoid any misleading statements about particular achievements, e.g. "Top Dog 2003" would be unacceptable, but Top Winning Labrador 2003 (Dog World) would be in order.
- **MEMBERS ONLY** – You must have been a member for a year in order to place an advert. Membership applications made at or before Crufts 2012 can be included.
- **DATA PROTECTION ACT 1984** – All Club members are advised that their membership details are now kept on a computer database. The membership list is only available in its own right to members, although it is on general sale as part of the Club's annual Year Book.

NOTICE TO ALL ADVERTISERS

Opinions expressed in the Year Book, in articles or in individual kennel reviews, are not necessarily those held by members of the Club or the Committee. The Club reserves the right to decline any advertisements.

Whilst great care will be taken of your photographs please note that no liability can be accepted by the Labrador Retriever Club or its officers for loss or damage to advertisements or photographs, caused by postage, handling, error or inaccuracy in printing.

Please do not stick photos onto text. Make sure they are correctly labelled on the reverse with yours and the dog's name.

PAYMENT

Please note cheques should be made payable to **The Labrador Retriever Club**. If you prefer to pay by Bank Transfer please inform the Editors of the **date of transfer and the amount paid (reference Year Book)**. Cash notes and currency are acceptable but we cannot accept Eurocheques or credit cards. No responsibility can be accepted by the LRC for cash lost in the post.

Bank details: **Account:** The Labrador Retriever Club
Account Number: 46828809 **Sort Code:** 09-01-55
IBAN: GB96ABBY09015546828809 **BIC/SWIFT:** ABBYGB2LXXX

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