

Focus is YOUR magazine! Let the Doberman world know about your latest title, favorite dog, newest litter, best brags with an ad in Focus.

Feel free to email or distribute this information to anyone who might be interested in promoting their dog(s) through the *Focus*.
Questions? Ask Steve Stout: sstout7576@gmail.com.

Focus Deadlines

For all content: ads, articles, photos and reports.

Issue	Submission Deadline	Publication Date
Spring <i>(web issue)</i>	March 1	April 15
Summer <i>(web issue)</i>	July 1	August 15
Winter <i>(printed issue)</i>	November 1	December 15 <i>(sent to printer)</i>

Ad Prices:

Digital Edition (Color Only)

Front Cover	\$100
Inside Page (Full)	\$50
Inside Page (Half)	\$25
Business Card	\$15

Print Edition (Color and BW)

Front cover reserved for UDC National

Back Cover COLOR	\$180
Inside Front or Inside Back Cover COLOR	\$150
Centerfold COLOR	\$300
Centerfold BW	\$210
Inside Full Page COLOR	\$120
Inside Full Page BW	\$84
One-Half Page COLOR	\$60
One-Half Page BW	\$42
Business Card BW	\$18

Advertising Specs

Our designers will create a professional *Focus* ad for you at \$60 for a full page and \$40 for a half page or smaller, with up to one hour of revisions included. Stock images will be charged extra.

You will receive a pdf proof to approve before publication. Want to build your own ad? Using an outside designer? No problem. Just follow these specs:

- We accept press-ready PDFs with all images embedded at 300 DPI or greater, CMYK inks and all fonts embedded. **Bleeds are a must with all full-page ads.**
- **Full-page ads:** 8.5" x 11" **PLUS** .125" bleeds on ALL four sides. (8.75" x 11.25")
- **Half-page ads** (non-bleed): 7.375" x 4.875"

It's that simple! Not sure? Just email Gisela Swift at creativedirector@picantecreative.com

UDC Advertising Policy

All advertising is subject to the editor's approval before publication. Send your advertising materials to *Focus* editor Steve Stout at [sstout7576@gmail.com](mailto:ssout7576@gmail.com). No advertising will be put into production until the UDC Treasurer receives payment in full, U.S. funds only. Ads cannot be canceled after deadline, and there will be no refunds for published ads.

How To Pay

Mail your check or money order, payable to UDC, to:

UDC Treasurer Meryl Winnie
220 Crow Hill Road
Delanson, NY 12053

Questions? Meryl can be contacted at meryl@arcon.bz or (518) 895-8506. Put "UDC FOCUS AD" and include which issue the payment is for on the check's memo line. OR pay by credit/debit card or bank draft using PayPal to this email: treasurer@uniteddobermanclub.com

To ensure credit for your payment, make sure to put "UDC FOCUS AD" and include which issue the payment is for in the "Comments" section of our electronic payment. Don't forget to keep your electronic PayPal receipt for your records!

CANDID PHOTOS

Focus needs candid photos of your dogs to use to illustrate upcoming articles. No dogs will be identified, but the contributors of any photos used will be given a photo credit. Candid only please, no posed or show photos! Email your high-resolution (*300 dpi*) digital images to Steve at [sstout7576@gmail.com](mailto:ssout7576@gmail.com)

