

THE BORDER COLLIE YEARBOOK 2012

This will be the 32nd issue of the book and this year we have a new publisher– Colophon Press Printers Ltd of Carlisle. Your participation is essential for this and future editions of the book, so please contribute an article, feature, story, facts, pictures, anything you think would be of interest. We particularly hope that you will advertise your kennel. This adds to the book's interest and the income it provides makes its publication possible. This year, once again, we have reduced the advertising cost and will discount it even further if you send your copy and payment by the deadline. We are also reducing the cost to those of you who advertised last year 2011. We hope you will accept this apology for the disappointment some of you felt in the quality of its production. Be assured it will not happen again this year. So please advertise in the 2012 book.

We give UK breed champions of 2011 a free page and overseas champions a free half page (but note that free inclusion for a champion only applies ONCE, further inclusions will have to be paid for). A free half page In Memoriam is given for deceased Show Champions. We also list stud book, Junior Warrant and Show Certificate of Merit achievers and your puppies or adults that have been tested in the last year for CEA, hips, hearing, CL, TNS and Gonioscopy.

The advertising rates are –

One page - £55	Two pages - £100
Three pages - £140	Four pages £175

But if you submit before the deadline of **31 October 2011** -

One page - £50	Two pages - £90
Three pages – £125	Four pages - £158

(If you advertised in the 2011 book as a gesture of goodwill from the Club we offer a further discount of £5 per page).

The final date for copy and amendments will be 1 December 2011. Anything received after that date will be returned. As in previous years we will have to charge for the compilation of adverts which are not emailed or sent on disc. The cost will be £6 per page. Anita Gowing has kindly offered to help compile adverts for those who are not so competent on the computer. Anita can be contacted on 0121 4714445 or email colliecottage@gmail.com . Please give her as much notice as possible.

NB Full-page advertisers get a free Yearbook.

Half pages are available for stud dogs, in memoriam etc at a cost of £28 before 31 October and £31 after that date. In memoriam for Show Champions is free of charge. NB - These advertising rates are for members of the Border Collie Club of GB. A higher advertising rate will apply to non-members.

All advertisers will be sent their pages for proof reading once laid out in draft by the printers. Corrections of spelling etc will be dealt with free of charge. Updates, variations and changes may incur extra costs. A prompt reply will be required.

Submission of your advert can be by email, disc or paper and photos to the editors or by email direct to Colophon printers sales@colophonpress.com . Tel 01228 524444. Our contact is Brian Anderton.

The book is A5 – type area 180 deep by 120 wide with bleed of 3mm. If your advert is to be a full page without margin then position the wording and picture content away from the edges to avoid losing information. This particularly applies to the spine edge of the page where at least 6mm should be allowed. A two-page advert will be given facing pages, but you will need to advise which is left hand and which right hand page. A single page advert will be allocated to left or right unless you state a preference. The Kennel Prefixes will be in alphabetical order whenever possible. The book will be full colour. Colour should be CMYK and not RGB. Files should be not less than 300 dpi at required size. (Files at 72 dpi as used by most PC users are not good enough). Please supply the editors with a hard copy of your advert. You will find further guidance from Colophon Printers on the Club's website www.bordercolliclub.com.

The books will be available at Crufts 2012 where you can collect them. If you need to have the book posted then we ask you to pay the cost of postage.

Annual Subscriptions can be sent at the same time as your advertisement. Costs remain the same

Single	£7.50
Joint	£9.00
Family	£10.00
Overseas	£10.00

Payment can be made by bank transfer to the National Westminster Bank - BIC NWBK GB 2L – IBAN GB32 NWBK 0102 4602 1813 20 or by cheque which should be made payable to the **Border Collie Club of Great Britain** and sent to the Editors Doug and Louise Collier, Beechwood House, Newtown, Blackford, CARLISLE CA6 4ET. Tel 01228 672095.

Email louise@collier926.orangehome.co.uk