



GSDCA-WDA Newsletter

Advertising Rates & Information

The GSDCA-WDA Newsletter is the official publication of the German Shepherd Dog Club of America-Working Dog Association, Inc. The Newsletter is a bi-monthly publication devoted to the welfare and betterment of the German Shepherd Dog and the Total Dog Concept. We feature health & training issues, show & trial results, a breeder's directory, an events calendar, along with regional & national news that pertains to the German Shepherd Dog.

Deadline for Ads & Articles:	
Issue	Closing Date
Jan- Feb	January 1st
Mar-Apr	March 1st
May-Jun	May 1st
Jul-Aug	July 1st
Sep-Oct	September 1st
Nov-Dec	November 1st

Custom Designed Ads:

We can design your ad for you. Contact the GSDCA-WDA Office for rates and information.

Camera-Ready Ad Rates:

All Camera-Ready Ads must be submitted @ 300 dpi, 8 1/2" x 11" with 1/2" allowed for margins around all four sides. Bleeds must have an extra 1/8" added to all four sides.

A 10% discount is available to advertisers for yearly contracts.

4-Color Ads:

Front Cover when Available	\$450
Back Cover	\$425
Inside Front Cover	\$375
Inside Back Cover	\$375
Inside Full Page	\$355
1/2 Page	\$235

Black & White Ads:

	Members	Non-Members
Full Page	\$50	\$ 63
Centerfold (2 pages)	\$85	\$110
1/2 Page	\$35	\$ 43
1/4 Page	\$25	\$ 30
Business Card	\$20	\$ 25

Litter Announcements:

GSDCA-WDA Members *only*.

Announcements run for two issues, are limited to four full-page width lines, standard formatting.

Kennel Listings:

\$ 30

Kennel Listings are payable on Jan. 1st of the year, and run for the calendar year. Listings added after the first issue will be charged \$7.50 per remaining issue in the calendar year. Kennels are listed by country, state, then by alphabetical order by the word following any kennel prefix. All rates and layout are subject to change without notice.

Submit all Advertising & Editorial materials to:

Joy Schultz, GSDCA-WDA Office
732 Lindley Blvd., DeLand, FL 32724
386-736-2486 Fax: 386-738-4741
wdaoffice@cfl.rr.com

Graphic Designer: CarsinGSDesign

Carole Schultz 386-740-1521
CarsinGSD@aol.com