



July-August 2022  
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All changes of address  
and any other problems  
receiving your *Aussie Times*,  
or to request back issues, contact:  
ASCA Business Office  
6091 E SH 21, Bryan, TX 77808

Single copies (current and past) of the  
*Aussie Times* are available upon request  
for the cost of postage.

# Want to advertise?

## Aussie Times 2022 Deadlines

Issue/Cover Theme	Deadlines/Closing Dates	Publication Dates
• March-April National	January 15	March 1
• May-June Obedience	March 15	May 1
• July-August Stock Dog	May 15	July 1
• September-October Agility	July 15	September 1
• November-December Conformation	September 15	November 1
• January-February 2023 Juniors and Merit Winners	November 15, '22	January 1, '23

Please get your material to the Editor well ahead of the deadline to ensure that it is included. All material must be received with payment by the published deadline. If you are overnighting, you must waive the signature requirement. Please send all material to:

Cynthia Moorhead, Editor, *Aussie Times*  
2639 Windermere Woods Dr. • Bloomington, IN 47401  
Tel. (812) 336-1714/(812) 327-7692  
e-mail [cynthia@parchmentfarm.com](mailto:cynthia@parchmentfarm.com)

**All changes of address and any other problems receiving your *Aussie Times*,  
or to request back issues, please contact the Business Office.**

## Aussie Times 2022 Advertising Rates

Please include membership number. Non-member rates are double those listed.  
All funds sent to ASCA must be payable in US dollars.

• Inside Front Cover	8.25 x 10.75"	Black/white (not available)	Color \$225
• Inside Back Cover	8.25 x 10.75"	Black/white (not available)	Color \$225
• Outside Back Cover	8.25 x 10.75"	Black/white (not available)	Color \$250
• Full Page	8.25 x 10.75"	Black/white \$75	Color \$195

Multiple photos may be subject to charge. Please check with the editor.

• Half Page	Black/white \$45	Color not available
• Quarter Page	Black/white \$25	Color not available
• For Sale Listings	\$15 (each listing must be limited to no more than 100 words and is available only to ASCA members)	
• Business Card	2" x 3" Black/white \$15	

The *Aussie Times* is the official publication of the Australian Shepherd Club of America (ASCA). Established 1957, parent club of the Australian Shepherd. *Aussie Times* is published bi-monthly. The information herein is printed to inform those interested in Australian Shepherds and represents the opinion of the author and is not necessarily endorsed by either the editor or the Australian Shepherd Club of America. Neither the editor nor ASCA is responsible for the contents of any advertisement nor for any claims made therein. All rights reserved. This magazine may not be reproduced in whole or in part without written permission from ASCA.

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## Advertising and Publishing Guidelines (rev. 1/01)

- A. When stating that a title (e.g., "Champion") or a verification (e.g., OFA grading) has been completed, said certificate must be received by the advertiser before they make such a statement.
- B. It is up to the individual advertiser whether or not to list puppy prices and/or stud fees.
- C. When submitting a dog's OFA grading, list both the grade and the number.
- D. All ASCA conformation, obedience, working, and agility title honorary degrees earned by a particular dog according to the rules and regulations of ASCA must be verified through the proper channels.
- E. Advertisers must be willing and able to verify any statement immediately upon the request of the Editor and/or the ASCA Board.
- F. The *Aussie Times* will publish only one letter or article per author in any single issue. Exceptions include: ASCA Officers and Board; ASCA Appointed Officers; and Times Editor and Associate Editors. Recognized affiliate clubs will be allowed one article or letter, following the regional schedule, in addition to their club activity report. This does not mean they are entitled to a free, full-page ad.
- G. An advertiser who has reserved inside covers must notify the Editor, in writing, no later than one week (7 days) before the deadline of the reserved issue if the cover will not be used. Failure to do so will result in the loss of the paid deposit.
- H. Letters to the Editor must be no longer than 250 words. Short, typed letters of 150 words or less are preferred. Your letters must be signed and include your address and phone number. Addresses and phone numbers will not be printed unless requested by the author. The editor reserves the right to reject letters that are too long, libelous, or contain personal attacks.

## Advertising Submission Guidelines (rev. 11/07)

All display ads must be submitted camera-ready. Please make sure your ads follow the listed ad sizes and enclose the correct fees. Make your check or money order out to "ASCA" or "Australian Shepherd Club of America." We also accept MasterCard, Visa, American Express, and Discover.

PLATFORM: Mac preferred; PC accepted

MEDIA: CD, DVD, e-mail/ftp (site will be provided) are preferred

### LAYOUT FILE FORMATS:

PDF (use "Press" settings, for high resolution); InDesign, Photoshop, Illustrator, Quark, Word are accepted. If you are using something else, please check with the Editor prior to sending the ad.

### IMAGE FILE FORMATS:

TIFF, JPG, EPS (High resolution – 300 dpi) Please be sure that all fonts and artwork are provided for embedded EPS files. File must be trapped. Required: All image files must be at least 300 dpi for acceptable reproduction. 1,200 dpi recommended for line art.

### FONTS:

PostScript Type 1 (Adobe preferred)

NOTE: Fonts have two parts – a printer version and a screen icon. Please submit both. The printer font is required (Adobe printer fonts look like a capital A on a lined background.) Multiple Master fonts are NOT acceptable. (Multiple Master fonts have the extension MM after the font name.) If you do not include your fonts, font substitution will occur...and may not resemble your first choice.

### ADDITIONAL:

For pages that "bleed" beyond the regular page size, you must remember to allow extra material beyond the page boundary...at least 1/8 inch on all sides. Make sure that any significant information remains at least 1/4 inch inside the page boundary. Please ask for a bleed instruction diagram.

Please include a SASE for the return of any photos and/or disks you have sent.

**Aussie Times** advertising may be paid for by VISA, MasterCard, Discover, or American Express.

To facilitate processing, please use the following form (copies acceptable) and fill it out completely and sign it to accompany your request.

Please print legibly.

Name (as it appears on your charge card)	
Address	
City, State, Zip	
Phone (area code first)	
Ad size	<input type="checkbox"/> Full page <input type="checkbox"/> Half page <input type="checkbox"/> Quarter page
Ad type	<input type="checkbox"/> Color <input type="checkbox"/> Black and white <input type="checkbox"/> For Sale Listing <input type="checkbox"/> Business Card
Issue in which ad is to appear	
Type of card	<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AmEx <input type="checkbox"/> Discover
Expiration Date	
Account #	
Signature	
ASCA Membership #	
FOR OFFICE USE ONLY:	
Rec:	Total Charges:
<input type="checkbox"/> Approved	<input type="checkbox"/> Not Approved

Confused?  
Ask the editor.