



## **AKITA CLUB OF AMERICA**

### **SHOW COMMITTEE**

### **POSITION OUTLINES**

### **CATALOG ADS CHAIR**

#### **GENERAL INFORMATION**

The person holding this position needs to be familiar with advertising and if they can do layout work and work with photos, that's a big plus. The superintendent will charge extra for handling photos, but you can usually strike a bargain with them to waive the extra fee if the ads are camera ready.

The price for advertising is set by the price charged by the super.

Check with the Show Superintendent on the ad dimensions

We have the option of black and white or color available

The deadline for designing the ads should be set approximately 7 to 10 days before the Superintendent's cut off date to allow for last minute ads and posting

All ads and extra material going into the catalog from the show chair have to go through the ad chair. NO ONE except the show chair can put material into the catalog

The Top 20 participants get one free black and white advertising page with their entry fee

Make sure everything reaches the Superintendent by the due date or we pay late fees