

# Harp & Hound Advertising

## Content & Guidelines

If you have any questions, please reach out to the Editorial Board at [harphound@iwclubofamerica.org](mailto:harphound@iwclubofamerica.org)

**Type(s):** Color, Black & White or Color-toned Black & White

Available Size(s) & Prices:

- Horizontal Half-Page \$100.00
- Full-Page \$175.00
- Two-Page Spread \$350.00

## Payment may be made:

1. via PayPal: Use the form at the bottom of the Advertising 101 Page on the IWCA's website at <http://www.iwclubofamerica.org/members/advertising101> and mail a copy of your PayPal payment confirmation receipt to [harphound@iwclubofamerica.org](mailto:harphound@iwclubofamerica.org)
2. by Check, payable to "Irish Wolfhound Club of America, Inc." and mailed to:  
Harp & Hound Advertising,  
Denise Shorey, Treasurer, Irish Wolfhound Club of America, 3440 Youngfield #417, Wheat Ridge, CO 80033

## Available Pages & Placement:

- Inside pages only
- Covers and inside covers are not available for advertising
- Number of ads accepted is limited to planned size of issue
  - 64 page issue = 15 ad pages
  - 72 page issue = 17 ad pages
  - 80 page issue = 19 ad pages
- Specific location requests will not be guaranteed.

Accepted on "first-come" basis and must include payment in full, received between the acceptance opening date and the published deadline. Ads which cannot be published due to page limitations will have priority in the following issue, based on order of receipt.

## Acceptable ads:

- Congratulatory messages or memorials.
- Candid photographs with a three-generation pedigree or other copy.
- Show or performance win photographs which may include the name of the dog, show or event, judge, placement, a three-generation pedigree and owner contact information.
- Member-crafted products, goods, art, books geared to our hounds.

## Advertising will not be accepted from or concerning the following:

- Any person or organization that promotes behavior unacceptable to the IWCA, Inc.
- Political parties, candidates, or those promoting ballot issues.
- Personal or singles advertisements.
- Professional handling services.
- Litters, stud service, or rankings in any system.
- Key dates and FINAL DEADLINES for paid camera ready ads are:
  - Issue: Autumn Winter Spring Summer

## ADVERTISING DEADLINES:

	FALL	WINTER	SPRING	SUMMER
ADVERTISING OPENING				
ADVERTISING DEADLINE				

Complete Guidelines and the Policy may be found in the Members section of the club's website: [www.iwclubofamerica.org](http://www.iwclubofamerica.org)