

## **Editor & Magazine Policy**

- I. *The Weimaraner Magazine* is to be published the first week of each month. (Plan to mail the pages to the printer by the 22<sup>nd</sup> of each month. The goal is to have magazines mailed by the 10<sup>th</sup> of each month.)
- II. Deadline for copy is the 15th of each month, one month prior to publication (e.g. 15th of March for April)
- III. Deadline for advertising is the 15th of each month, one month prior to publication (e.g. 15<sup>th</sup> of March for April). Payment must accompany all ads. This includes New Titles, Here's The Place, Breeder's Directory, Trainers/Handlers, Stud Dog Directory, as well as display ads.
- IV. Deadline for any event reports (results of specialty shows, field trials, write-ups of club activities) is three months from the date of the event. Results/reports older than three months may not be published and will be returned with an explanation.
- V. The Editor's column is to be free of personal opinion and is optional.
- VI. The Editor reserves the right to edit all copy including advertising and is not responsible for claims made by advertisers. Statements made by writers are not necessarily the views of the Editor or the WCA.
- VII. No advertising will be accepted which contains or promotes Weimaraners with known or obvious disqualifications. Photos of these dogs may be published if they are part of the results (juniors, obedience, agility, etc.).
- VIII. Pictures accompanying write-ups of events will be returned free of charge to the club hosting the event. Pictures submitted for the "New Titles" section must be accompanied by the \$25 fee.
- IX. Letters to the Editor of a controversial nature involving a specific person will not be published until that person is contacted and given the opportunity to submit a rebuttal. The original letter to the Editor and the rebuttal will appear in the same issue of the magazine.
- X. Prior to publication, controversial letters are to first be reviewed by the President. If it is the opinion of the President that the letter is not to be published, the person submitting the letter will be so notified, in writing, by the President.
- XI. Any notice to the membership from an existing WCA committee should be provided by the committee chairperson or someone so appointed. The Editor will submit the notice to the chairperson for proofing before publication.
- XII. Information received by the Editor that is judged by the Editor to be unsatisfactory for publication should be returned to the person submitting the information along with a letter of explanation. Copies of the report and letter

should be sent to the WCA President and WCA Committee Chairperson if an existing committee is affected.

- XIII. It is the intent of *The Weimaraner Magazine* to provide informative, factual information.
- XIV. Premiums for the National Field Championships, Field Classics and other National events are published for free (maximum 4 pages), including typesetting. A free 4- page insert with National Specialty information is published for free.
- XV. Clubs sponsoring National events are entitled to a one- page free ad if they are not publishing the premium list in the magazine.
- XVI. The Blue Ribbon Issue, published as the regular June issue annually, will be sent, free of charge, to all judges approved by AKC to judge Weimaraners.
- XVII. Advertising in the Blue Ribbon issue will be limited to the membership of the WCA (no outside advertising or businesses). This is to be a moneymaking issue with profits to go to the General Fund.
- XVIII. The WCA Editor will serve as the Blue Ribbon Editor.
- XIX. The Editor will manage the advertising of the Blue Ribbon issue. This will include ensuring that advance notices/reminders of the Blue Ribbon issue are printed in the magazine early each year. (Advertising forms are included in each issue of the magazine January through March). The Editor is responsible for receiving all advertising and collecting fees, proofreading ads, and coordinating the number of pages.

## Monthly Content: Revised at each Board Meeting

### JANUARY

- I. Covers:
  - A. Front: AVAILABLE
  - B. Inside Front: Mid- America Field Futurity
  - C. Back: Mid- America Open All- Age
  - D. Inside Back: Mid- America Open Gun Dog
- II. Centerfolds:
  - A. CF1: Mid- America Amateur Gun Dog
  - B. CF2: Mid- America Open Derby
  - C. Page after CF: Mid- America Open Puppy
- III. Scheduled content:
  - A. Mid- America results
  - B. 2000 Words With...
  - C. Photo contest ad
  - D. ¼ page Blue Ribbon ad
  - E. Calendar ad
- IV. Inserts:
  - A. Western Classic premium list
  - B. First National Judges Ballot
  - C. Blue Ribbon advertising form
  - D. National Specialty info insert

### FEBRUARY

- I. Covers:
  - A. Front: National Field Champion
  - B. Inside Front: National Amateur Field Champion
  - C. Back: National Field Futurity
  - D. Inside Back: National Open Derby
- II. Centerfolds:
  - A. Available, but has inserts.
- III. Scheduled content:
  - A. Theme: Field Issue
  - B. National Field Trial results
  - C. Minutes December Board meeting
  - D. Photo contest ad
  - E. Results from the Winter specialty
  - F. ¼ page Blue Ribbon ad
  - G. Calendar ad
- IV. Inserts:
  - A. Eastern Classic premium list
  - B. Blue Ribbon advertising form
  - C. Membership List (stapled separately)

## **MARCH**

- I. Covers:
  - A. Front or Front and Back: Collage of TDX dogs
  - B. Inside Front: Available
  - C. Inside Back: Available
- II. Centerfolds:
  - A. Available, but with insert.
- III. Scheduled content:
  - A. Photo contest ad
  - B. Calendar ad
  - C. 2000 Words With...
- IV. Inserts:
  - A. Blue Ribbon advertising form

## **APRIL**

- I. Covers:
  - A. Front: Available
  - B. Inside Front: Available
  - C. Back: Top Juniors
  - D. Inside Back: Available
- II. Centerfolds:
  - A. Available, but with insert.
- III. Scheduled content:
  - A. Themed issue.
  - B. Photo Contest ad
- IV. Inserts:
  - A. Second National Judges Ballot

## **MAY**

- I. Covers:
  - A. Front: Available
  - B. Inside Front: Western Field Futurity
  - C. Back: Western Open All- Age
  - D. Inside Back: Western Open Gun Dog
- II. Centerfolds:
  - A. CF1: Western Amateur Gun Dog
  - B. CF2: Western Open Derby
  - C. Page after CF: Western Open Puppy
- III. Scheduled content:
  - A. Western Classic results
  - B. Top Juniors write- up
  - C. 2000 Words With...
- IV. Inserts: None

## **JUNE**

- I. Covers, volume 1:
  - A. Front: #1 Show Dog
  - B. Inside Front: Top Producing Sire
  - C. Inside Back: Top Producing Dam
  - D. Back: #1 Obedience Dog
- II. Covers, volume 2:
  - A. Front: #1 Field Dog
  - B. Inside Front: FOR SALE
  - C. Inside Back: FOR SALE
  - D. Back: #1 Agility Dog
- III. Centerfolds: Available
- IV. Scheduled content:
  - A. Blue Ribbon ads
  - B. #1 write- ups (1/2 pg each included)
  - C. See Blue Ribbon pages for complete list of contents
- V. Inserts: none

## **JULY**

- I. Covers:
  - A. Front: Available
  - B. Inside Front: Best Dog & Bitch Fut
  - C. Back: Eastern Open All- Age
  - D. Inside Back: Best Dog & Bitch Mat
- II. Centerfolds:
  - A. CF1: Eastern Field Futurity
  - B. CF2: Eastern Open Gun Dog
  - C. Page before CF: Eastern Amateur Gun Dog
  - D. Page after CF: Eastern Open Derby
  - E. Page after: Eastern Open Puppy
- III. Scheduled content:
  - A. Show Futurity/Maturity results
  - B. Eastern Classic results
  - C. Application for National Show Committee members
  - D. Application for Field Advisory Committee members
  - E. International issue ad
  - F. Themed Issue
- IV. Inserts: none

## **AUGUST**

- I. Covers:
  - A. Front: National Specialty BOB
  - B. Inside Front: Best Dog & Bitch Fut
  - C. Back: National Specialty HIT
  - D. Inside Back: Best Dog & Bitch Mat
- II. Centerfold:
  - A. National Specialty BOS
  - B. Invitational Winner
- III. Scheduled content:
  - A. Theme: National Specialty
  - B. National Specialty Results
  - C. Show Futurity/Maturity results
  - D. Synopsis of Top 20/Invitational
  - E. Comments from the Judges
  - F. International issue ad
- IV. Inserts: none

## **SEPTEMBER**

- I. Covers:
  - A. Front: Available.
  - B. Inside Front: Best Dog & Bitch Fut
  - C. Back: New CH/MH dogs from previous year.
  - D. Inside Back: Best Dog & Bitch Mat
- II. Centerfold
  - A. Available, but with insert.
- III. Scheduled content:
  - A. Show Futurity/Maturity results
  - B. Board minutes
  - C. Stud dog issue ad
  - D. International issue ad
  - E. 2000 Words With...
- IV. Inserts:
  - A. Mid- America Classic premium list

## **OCTOBER**

- I. Covers:
  - A. Front: Available
  - B. Inside Front: Best Dog & Bitch Fut
  - C. Back: Available
  - D. Inside Back: Best Dog & Bitch Mat
- II. Centerfold
  - A. Available, but with insert.
- III. Scheduled content:
  - A. Theme: International Issue
  - B. International show results and articles
  - C. Show Futurity/Maturity results
  - D. Introduction of judges for National Field Trial
  - E. Stud dog issue ad
  - F. Calendar ad
- IV. Inserts:
  - A. Dues envelope
  - B. Winter Specialty premium list

## **NOVEMBER**

- I. Covers:
  - A. Front: Available
  - B. Inside Front: Available
  - C. Back: Calendar Ad
  - D. Inside Back: Available
- II. Centerfolds:
  - A. Available
- III. Scheduled content:
  - A. ½ pg stud dog issue ad
  - B. 2000 Words With...
- IV. Inserts: none

## **DECEMBER**

- I. Covers:
  - A. Front: Available
  - B. Inside Front: Available
  - C. Back: Available
  - D. Inside Back: Available
- II. Centerfolds:
  - A. Available
- III. Scheduled content:
  - A. Theme: Stud Dog issue
  - B. Christmas greetings
  - C. Stud dog ads & related articles
  - D. Introduction of new officers
- IV. Inserts: none

**Fillers for open covers:**

- I. New Dual Champions / Triple Champions
- II. New OTCHs
- III. New BIS (first time, all-breed shows only)
- IV. New HIT (first time, all-breed shows only)
- V. New UDXs
- VI. MACH
- VII. CH/MH
- VIII. NAVHDA Utility Prize 1 & Versatile Champions
- IX. Champion Tracker

Recipients of the above titles are awarded the first available cover at no charge.

It is important to note that the owners of dogs, who qualify for ALL covers as per the above cover schedule, are responsible for providing photo and proper write-up to the editor. Whenever possible, the editor will notify cover winners in writing one month prior to the deadline for their particular issue. Deadline for cover photo/material is the 15th of the month one month prior to publication. Sire, dam, owner(s), and breeder(s) must be included in all cover write-ups.

It should be noted that the above cover schedule shall remain flexible so as to accommodate unforeseen circumstances; adjustments will be made as seem to be necessary by the editor and the Board of Directors.

Dogs who qualify for multiple “filler covers” shall be awarded a front cover only once. For example, should a dog earn a HIT and an OTCH, the second award may be used on a back cover rather than a second front cover.

## **Blue Ribbon Editor**

**Qualifications:** Ability to work with the membership in promoting advertising for this special issue of *The Weimaraner Magazine*.

**Duties:**

- A. The WCA Editor will serve as the Blue Ribbon Editor.
- B. Shall be responsible for the management of the ads, which include receiving ad copy and collecting fees, typesetting and proofreading them, numbering the pages and coordinating the number of pages and layout of the ads.
- C. Blue Ribbon Issue will be sent to all judges approved by AKC to judge Weimaraners free of charge. Advertisement in this issue will be solicited from the general membership. This is to be a money making issue with profits to go to the general fund.

**Policy:**

- A. Blue Ribbon Issue advertising form to appear in the three issues prior to the deadline.
  - 1. Deadline: will correspond to having the Blue Ribbon available for the National
    - a. First page (1 photo) \$110 or \$175 color
    - (1) Additional page (1 photo) \$90 or \$155 color
    - (2) Additional photos \$10 each
  - 2. Preordered additional copies \$10
  - 3. Inside front cover \$150 or \$250 color. Inside back cover \$125 or \$225 color. Center spread \$200 or \$325 color (first request received by phone after 8 AM EST on or after March 1)
  - 4. Prices to be adjusted as costs change.
- B. The following to be included in Blue Ribbon Issue:
  - 1. Weimaraner Standard
  - 2. Sections are available for:
    - a. Top Ten (includes show, field, obedience, agility)
    - b. Dual and Triple Champions
    - c. New Champions (includes bench, field, OTCh, MACH)
    - d. Best In Show
    - e. Versatility/Performance (includes obedience, agility, ratings, versatility titles)
    - f. In Memoriam

- g. Field
  - h. Breeders' Showcase
  - i. Hall of Fame inductees for the previous year
3. One free black and white page provided for: Best in Show winners, Dual Champions, Triple Champions, Obedience Trial Champions and Master Agility Champions (1<sup>st</sup> MACH only) from the preceding year. The editor is to notify owners for photos and write-up. All pages will follow the same format and will include:
    - a. Dog's name
    - b. Whelp date
    - c. Sire, dam, breeder, owner
    - d. OFA number
    - e. Number of Best in Shows or championship information
  4. The following lists:
    - a. All- Time Top Producers (submitted by WCA BROM Recorder)
    - b. Current year's Top Producers
    - c. Dual Champions
    - d. Obedience Champions
    - e. Tracking Hall Of Fame (All dogs completing the TDX title)
    - f. Hall of Fame
  5. Final lists of Top Ten in obedience, show and field (All- Age/Gun Dog) for the preceding year
  6. Index of advertisements
- C. Covers:
1. Volume 1:
    - a. Front: #1 Show Weimaraner
    - b. Back: #1 Obedience Weimaraner
    - c. Inside Front: Top Producing Sire\*\*
    - d. Inside Back: Top Producing Dam\*\*
  2. Volume 2:
    - a. Front: #1 Field Weimaraner
    - b. Back #1 Agility Weimaraner
    - c. Inside Front: AVAILABLE
    - d. Inside Back: AVAILABLE

\*\* Top Producers to be determined by champions finished during the preceding calendar year. Blue Ribbon Editor to notify owners for photos and write-up. WCA Editor (or the person recording titles in the WCA dog database) keeps track of sires and dams and their champion get.

## **Regulations:**

Due to the overwhelming participation and the wide availability of desktop publishing the following limits and requirements are in effect for the Blue Ribbon Issue.

- Ads must be received at the Editor's address on or before the deadline. (If using an overnight delivery service, be sure to sign the waiver of signature. A slip telling the Editor to pick it up doesn't count. ***And it may not get picked up.***)
- Basic format ads will remain the same. Simply complete the information on the ad form. Limit write- up to 50 or 60 words. (Editor reserves the right to cut the copy of it is too lengthy.)
- Advertisers **MUST** advise the editor of their intent to submit camera-ready ads. Camera ready for the editor's purpose means that the ad must be sent on disk as a single file and must be sized to conform to the magazine specifications. The ad area of a full- page ad is 4.5 inches x 7.5 inches. If you want a full bleed ad, the specifications are 5.5 inches x 8.5 inches + 1/8" all the way around for bleed. Active area (where you can have typing) is 5 inches x 8 inches. Acceptable formats include jpg, tif, or pdf and the resolution must be 300 dpi. Call the editor to discuss submission requirements and obtain permission.
- The editor assumes no responsibility for the quality of camera- ready ads. No refunds will be given for poor reproduction. It is the sole responsibility of the person submitting the ad to ensure it fits the magazine's specifications.
- **COLOR ADS:** all photos, artwork, and camera ready designs **MUST** be submitted in CMYK (NOT RGB). 300 dpi is required for all color images and ads.
- Artwork/logos submitted must be clean, dark ink drawings or quality printed images. Digital files are also acceptable but the resolution must be 300 dpi.
- All ads must come complete within one envelope. Members taking advantage of the multiple page discount must submit **ONE** check to cover all pages and the **ENTIRE** section must be **COMPLETE** and submitted in the **SAME ENVELOPE** or on the **SAME DISK**.
- An Adobe PDF proof of all non camera- ready ads will be e- mailed to the advertiser. A printed copy may be requested with the return of photos.
- Ads failing to follow these guidelines will be returned. Ads may be resubmitted correctly laid out but will be handled as new ads.

- The editor will send a pdf proof via email. Advertisers will have ONE CHANCE for revisions and edits. Once those have been corrected, a FINAL proof will be emailed. Revisions beyond this proof are subject to an additional fee.