

Self-designed / Camera-Ready Ads

1. Should an advertiser wish to create their own ad, or have another designer create one for them that is fine, however fees will not be discounted as the service is already included in the fee.
2. Please be aware that MGD can not be held responsible for the quality of the submitted design, nor make any alterations to the submitted ad/s. They must be ready to publish when submitted!
3. Once the ad has been created externally, the advertiser is to send the finished ad by email to the Bulletin Advertising Manager, Jaime Stanchina at sca.thebulletin@gmail.com. This is imperative in order for the Bulletin Committee to track all advertising for each issue.
4. Please know that the Bulletin Advertising Manager, and MGD are not responsible for, therefore will not be download self-designed / camera-ready ads from other websites.
5. Self-designed / camera-ready ads must also meet the Bulletin's criteria for publication as follows:
 - a. Must be 300 dpi (dots per inch) which is a high resolution to allow for high quality reproduction.
 - b. Must be designed as follows (with or without borders):
 - c. Must only contain the number of pictures allowed for the size of the ad.
 - 8 ½ x 11 inch for a full-size page, maximum 4 pictures
 - 8 ½ x 5 ½ for a half page, maximum 2 pictures
 - 8 ½ x 2 ¾ for a quarter page, one picture only
 - d. Must not use any graphics or pictures that are copyrighted without written permission of the artist / owner being submitted by email to the SCA Bulletin Advertising Manager at sca.thebulletin@gmail.com.
 - e. May be submitted either by hardcopy and mailed to Jaime Adams-Stanchina, SCA Bulletin Advertising Manager, 29871 Lonnie Dr, Westland, MI 48185 or emailed in either jpeg, png, or pdf formats to the SCA Bulletin Advertising Manager at sca.thebulletin@gmail.com

Front Cover Ads:

The front cover is very important. Whether it is a purchased FC space, or a cover design by MGD, it not only represents the advertiser, but the SCA as well. The quality of the publication is reflected by the Front cover, and it also serves as a lead in to peak readers interest to encourage them to continue viewing the entire publication.

When the Front Cover is advertising the ad should never appear crowded. That is why it is limited to a maximum of two pictures and most verbiage will appear on the second or third page in a text box to avoid clutter. The FC is always the most desirable advertising page as it is the first to be seen by everyone, whether members, judges or the public.

Front Cover ads designed by an outside source, must adhere to the premise above. Anything that appears cluttered, or not of good quality will not be accepted. Each front cover must be designed in such a way to allow space at the top of the page for the SCA Logo and the name of the publication. This information will only be added by MGD after it is submitted by the advertiser in order to ensure the information can be clearly read and to allow for consistency over issues.

How to Order & Pay for Advertising:

1. Go to the SCA website - Schipperke Club of America
2. At the top of the page, Click on "Shop".
3. Click on "Shop Everyday".
4. Click on "Bulletin Advertising Single Issue".
5. If you are submitting a "camera ready ad" click the box.
6. In the "Option" box click the drop-down arrow to select the ad size option you are looking for (i.e., Full page, half page, multiple pages, etc.).

7. Click on “Add to Cart”
8. If you want more than one option, continue to make selections as above making sure to click on “Add to Cart” after each selection.
9. When you have finished selecting your option/s, scroll down the page to view all of the advertising options in your cart. Prices with total will be listed on the right side of the page.
10. Scroll down and fill in your contact information.
11. Continue to “Checkout” to make your payment.
12. Select the payment method you wish to use.

2026 Member Ad rates & Sizes:

Rates are also published in each issue of the Bulletin

2026 Bulletin Member Advertising Rates					
Size & Frequency	Member Business Cards	One Full Page Ad	Multiple Full Page Ads	One Half Page Ad	One Quarter Page Ad
Per Issue	\$10.00 (size 3½” x 2”)	\$75.00 (up to 4 pictures)	\$55.00 (up to 4 pictures)	\$40.00 (up to 2 pictures)	\$25.00 (1 picture only)
Front Cover (per issue only)	N/A	\$125.00	N/A	N/A	N/A
Back Cover (per issue only)	N/A	\$115.00	N/A	N/A	N/A
Center Pages (per issue only)	N/A	\$100.00 (per page)	N/A	N/A	N/A
Preferred placement (per issue only)	N/A	\$85.00 (per page)	N/A	N/A	N/A

2026 Bulletin Non-Member & Commercial Advertising Rates					
Size & Frequency	Non-Member Business Cards	One Full Page Ad	Multiple Full Page Ads	One Half Page Ad	One Quarter Page Ad
Per Issue	\$20.00 (size 3½” x 2”)	\$150.00 (up to 4 pictures)	\$110.00 (up to 4 pictures)	\$80.00 (up to 2 pictures)	\$50.00 (1 picture only)
Front Cover (per issue only)	N/A	\$250.00	N/A	N/A	N/A
Back Cover (per issue only)	N/A	\$230.00	N/A	N/A	N/A
Center Pages (per issue only)	N/A	\$200.00 (per page)	N/A	N/A	N/A
Preferred placement (per issue only)	N/A	\$170.00 (per page)	N/A	N/A	N/A

Non-members may advertise wins only (no puppies, stud dogs, etc) for double each of those prices. We will also accept commercial advertisements for the same price as non-members. All ads must be paid for in full before publication.