

The Guardian

Advertising in the Guardian

How to submit your ad

All advertisement copy **MUST** be submitted in a digital format, ready to use. **No scans, design, or layout will be done by the Guardian editor.** Acceptable formats are .pdf or .jpg files.

Send your ad copy to the Guardian editor, Samantha Williams, at mezzowithcorgis@gmail.com.

Payment for your ad can be made via PayPal. Send payments to pwccsc@aol.com or by mailing a check to PWCCSC Guardian Advertising, c/o Beckie Williams, 160 E. Columbia Ave. Pomona, CA 91767

*Even if you mail a check, the ad copy still has to be **emailed** to Samantha.*

EXAMPLE OF A LARGE ADVERTISEMENT

THIS GREEN BOX REPRESENTS THE *APPROXIMATE* SIZE OF A LARGE AD. THE AD WILL MEASURE ROUGHLY 7 INCHES BY 3 INCHES. YOUR IMAGE DOES NOT HAVE TO BE *EXACTLY* THIS SIZE, WE CAN RE-SIZE IT TO FIT OUR SPACE (WITHIN REASON).

THIS SIZE AD IS \$15

EXAMPLE OF A SMALL ADVERTISEMENT

THIS YELLOW BOX REPRESENTS THE *APPROXIMATE* SIZE OF A SMALL AD. THE AD WILL MEASURE ROUGHLY 3 1/2 INCHES BY 2 INCHES. THIS IS ABOUT THE SIZE OF A BUSINESS CARD.

THIS SIZE AD IS \$10

DEADLINES

All submissions including ads and payments must be received by the Guardian by the following dates..

| | |
|--------|-------------|
| Summer | May 25 |
| Fall | August 1 |
| Winter | December 15 |
| Spring | March 1 |

WHY USE THAT NEW-FANGLED PAY-PAL? WHY NOT JUST MAIL A CHECK?

Why use that new-fangled Pay Pal?

It allows payment to be received right away.

It is a secure way to send money online.

You can choose to pay with a credit or debit card, or out of a bank account.

If you don't want to use PayPal, you will mail a check, but you still have to submit your ad electronically. Your ad will not be "placed" until your payment is sent from ...

1. Your mailbox to the Club Treasurer (1-2 days). 2. Then, after the Treasurer has time to deposit the check, (could be a week, 2 weeks or more!) we wait for the check to clear the bank (up to 5 business days, could be longer). 3. Then, at her convenience, the Club Treasurer will notify the Guardian editor that payment has cleared, and 4. your ad will be "placed" in the Newsletter. **If** the publication deadline has not passed yet.

OR....

1. Set up a free and secure PayPal account. You can use it for a lot of other things, too. Many show secretaries are using it for entries these days, and many retailers are using Pay Pal now. It will take about 10-15 minutes the first time you use it, and about 20 seconds each time after that. 2. Click on PayPal, log in with your email and password that you set up when you created your account, type in pwccsc@aol.com, and fill in the dollar amount. 3. Click Send.

Mere seconds later, your friendly Guardian editor receives an email notifying her that payment is received, she opens the email in which you sent her your beautiful ad showing off your beautiful Pembroke, and the ad is placed in the Guardian for all of Corgi-dom in Southern California to enjoy!

HAVE SOMETHING TO SHARE?

If you have found a great Corgi Tale anywhere in the news, please pass it along to the Guardian! Any and all corgi-related stories are welcome. Any PWCCSC member can submit a story to the Guardian. All submissions go to Samantha Williams, Guardian Editor, at

mezzowithcorgis@gmail.com



WE TAKE BRAGS, TOO!

A Brag consists of the following information:

NAME OF DOG AND OWNERS, DATE, SHOW NAME, WIN, AND TITLE OR NUMBER OF POINTS WON. A new puppy (new addition to household) can be announced as a brag. Litter announcements must be either a large or small ad.

A MEMBER CAN SUBMIT ONE SUCH BRAG PER ISSUE AT NO CHARGE. Additional brags, or a first brag that contains a photo are **\$5 each.**