

# 2012 SFLS Year Book

To continue our series of Year Books, celebrating the dogs of the year and providing an amazing resource on the breed for all to look back on in the future, we invite you to submit your adverts for the 2012 edition (our fourth edition). The prices are very competitive - just a small increase to cover postage costs.

For those who did not see the previous editions: What is a Year Book? – Well, it's a study on a breed providing reference items and the opportunity to showcase the dogs of the day. Standard contents are likely to include:

- Club Info
- 2011 Rollcall of Honour (BOB/BOS/Res Winners/BP) for Ch shows 2011
- Good Citizen Awards
- Club Awards
- Articles and features
- List of Litters bred in Year
- Adverts
- Review of Club Events (walks, training day, fun days etc)
- Championship Shows and Judges for 2012
- New Champions/Show Certificate of Merits in 2011
- Crufts 2011
- Overseas News (at least 10 countries)
- Fun photos and stories
- Health Results

Last year had over 160 photos!!

## Advertising

The adverts give you, fellow Lappy owners, the opportunity to showcase your dogs; this may be a photo to show your dog enjoying itself, it may be a more formal shot to celebrate your dog's recent win(s) or those delightful puppy poses. Year Books do become collectables by all enthusiasts of a breed and give you the opportunity to ensure your pet is remembered well into the future.

We will aim to have the A5 books, in full colour, bound and with glossy cover, available for Crufts 2012. One Free of Charge Year Book is included to each advertiser (one only irrespective of number of pages booked). Litter adverts will only be accepted where copies of latest eye test/hips score and Optigen result are submitted with the advert.

Any obituaries for Finnish Lapphunds will be accepted and included in the Year Book free of charge.



INFINDIGO  
MONTA  
TARKKA

**EXAMPLE**

D.O.B 31.07.2008  
PRA – Clear  
Joint top winning puppy in 2009  
3 Reserve BD's to date  
Proudly owned and loved by  
George and Joanne Ross  
georgeandjo@blueyonder.co.uk

## **The Technical Bit**

Each page will be A5 size in full colour. Please submit your completed artwork on CD (sent to Pia Reynolds, address below) or by email to [sflsyearbook@googlemail.com](mailto:sflsyearbook@googlemail.com) by 21<sup>st</sup> January 2012. If you would like us to set up your advert, please ensure any photos and texts are with us by 7<sup>th</sup> January 2012.

### **Design your own:**

If you are designing your own advert electronically, please supply artwork in one of the following formats:

- Adobe Illustrator (.ai)
- Adobe Photoshop (.psd)
- InDesign (.indd)
- Quark Express
- Adobe PDF (High Quality Print setting)

In all cases, please ensure:

- The document size should be 148x210mm (full A5 size)
- 5mm bleed
- Include all fonts
- Include all linked files
- Include all images
- All images must be CMYK
- Flattened images should be 300dpi or higher

Due to the binding of the book, it is best to keep text and images at least 5mm from the edge of the page. The complete ads should be submitted by **21<sup>st</sup> January**.

### **Design your own - with a little help:**

If you would like to design the look of the ad yourself, but would prefer to leave the technical bits to someone else, you can simply send us one or more photos and a separate outline of what you wish your ad to look like, and we will do our best to match this. Please supply photos as jpgs, tiffs, or most RAW files are accepted. Text should preferably be submitted in a typed format. Design/layout can be submitted in any format, so if you prefer to draw your ideas on a piece of paper, you can simply send it through in the post. Last submission date for these ads is **7<sup>th</sup> January**.

### **Or leave it to us:**

Lastly, you are more than welcome to simply supply photos and the text you would like to go with it, and we will design and set up your ad for you. Again, last submission date for this is **7<sup>th</sup> January**.

### **Photos:**

Please remember that the higher the resolution of your photos, the better the quality of the print. You can send in a hard copy photo if it was taken with a regular film camera and we will scan it for you. For photos taken with a digital camera, it is better to work with the original image straight from the camera, as each time the photo is re-saved as a jpg, the quality is reduced.

Many digital cameras take photos at a resolution of 72dpi, which is more than adequate for displaying on a computer or printing on a home printer. However, as the Year Book prints photos at 300dpi, this shrinks a 72dpi photo and this may end up too small to display in the ad. It is also worth checking the setup of your camera and ensuring it's set to take photos as

the 'best' setting (often called 'fine' or 'superfine').

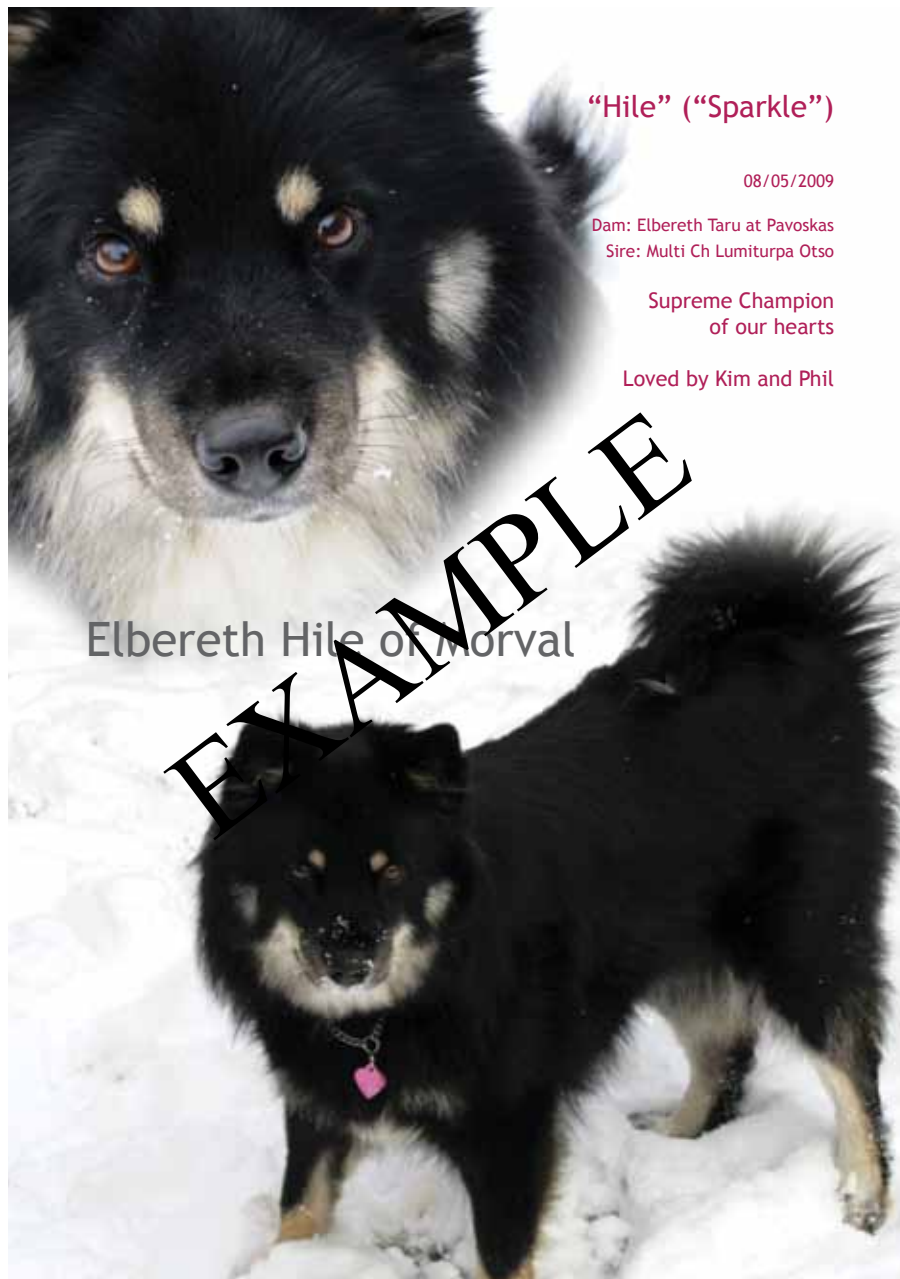
Whether you are designing your own ad or leaving it to us, we are happy to help you re-touch your photos if needed (removing leads, backgrounds, red-eye, colours etc).

On these pages you can see examples of what your advert might look like. If you are designing your own advert, please bear in mind that it needs to fit on an A5 portrait oriented page. If you book 2 (or more) pages, you can create a design which spans a spread (i.e., will work out approximately A4 landscape), however you must remember that there will be a crease in the middle so any text or pictures in the middle of the page may be obscured slightly. You can of course also design any multiple pages booked as single adverts.

If you have questions regarding any aspect of the adverts, please do not hesitate to contact us at [sflsyearbook@googlemail.com](mailto:sflsyearbook@googlemail.com).

### Proofs:

To ensure all the details in the ads are correct, we will send you a proof copy of your ad (you will receive this whether you have designed your own ad or we have done it for you) and you will need to check this carefully for any errors and confirm to us that it is all in order before we can print it.



# Book your space in the 2012 SFLS Year Book

All pages must be pre-booked and paid for by 31st December 2011 to:

Toni Jackson  
28 Boleyn Drive  
West Molesey  
Surrey KT8 1RD

For overseas orders and any queries regarding orders and payment, please email [health@sfls.org.uk](mailto:health@sfls.org.uk)

Year Books can be ordered at any time while stocks last.

Payment should be submitted:

By Cheque (sent to Toni Jackson) made payable to 'Southern Finnish Lapphund Society'

or

By Bank Transfer to  
SFLS  
HSBC Bank  
Sort code: 40 20 30  
Account no: 62244241

For overseas Bank Transfers or Paypal payments, please contact email Toni at [health@sfls.org.uk](mailto:health@sfls.org.uk)

Cost per book: £11

P&P for book orders:  
UK £2.00 per copy, Europe £4.50 per copy,  
Rest of World £7.50 per copy

Advertising rates:

Individual Page Rates (private advertisers receive one free copy of the Year Book):

UK Members £18.50

Europe Members £23.00

Rest of World Members £26.00

Additional pages at £10/page

Non Members as above plus £5 (note membership rates are £7.50 single/£10.00 joint, see web site [www.sfls.org.uk](http://www.sfls.org.uk) for details.)

Trade £20 (no free book)

Copy to be sent (by 7<sup>th</sup> January (for text and photos)/21<sup>st</sup> January 2012 (for complete ads)) to:

Secretary Pia Reynolds  
41 Burleigh Park  
Cobham KT11 2DU

Or by email to  
[sflsyearbook@googlemail.com](mailto:sflsyearbook@googlemail.com)

Please direct any queries regarding artwork to the above email.

## Year Book 2012 – Advert Booking Form

I would like to book ..... page(s) in the Southern Finnish Lapphund Society's 2011 Year Book.

I enclose £ ..... (payable in sterling, rates as above).

I agree to submit full copy in digital format (CD/email) by 21<sup>st</sup> January 2012 or photos/copy for setup by 7<sup>th</sup> January 2012).

Name: .....

Address: .....

Telephone: .....

Email: .....

Please send your completed booking form together with payment to our Editor Toni Jackson (address above) by 31st December 2011 to secure your page(s).