



## Online advertising on website

Your company's advertisement placement on International Police Work Dog Association (herein referred to as IPWDA) website will reach into every segment of the working dog industry. No matter what product or service you offer, IPWDA's website will display your advertisement proudly on our Advertiser's Partnership Directory. We can help you create an appropriate, affordable and effective advertising partnership through website connections.

Get in touch worldwide!

### Online Advertisement

Your Company will be listed in our Advertiser/Supporter Directory, which includes a logo, link and brief business description.

For more advertising possibility go to the Print Advertisement Page.

Online (Advertiser Pricing Page)

Online Advertisement \$200 annually

Mail payments to; IPWDA TREASURER

131 Gurney Ln.

Raeford, NC. 28376 (please note website banner payment)

or phone the President Richard McQueary @ 317-417-6219

Online (Advertiser Page dimensions)

Online Advertisement (at 72 dpi) 460px 70px

\*The content of your design should fit within these dimensions.

\*\*To allow for full bleed printing, any color that extends to the edges of the page should reach these dimensions beyond the printable area. Full bleeds are only accepted for full-page ads.

### DESIGN

IPWDA' professional webmasters can assist with the design of ads at a charge of \$125 hour (one-hour minimum charge). Most ads take 1-2 hours for completion. (Advertisement designs completed by Stormfront Productions, our web designers),

## DIGITAL FORMAT REQUIREMENTS

We ONLY accept digital ads created with the following programs: Acrobat (PDF), InDesign, Illustrator, and Photoshop. No Publisher files will be accepted. We will accept the following picture formats: jpg (hi-res), eps, psd, pdf or tiff. All graphics/images should be converted to CMYK and MUST be saved at 300 dpi. We cannot guarantee the color accuracy of RGB images. Ads created in InDesign must include all necessary supporting files used, including photographs, graphics and fonts.

## AD SUBMISSION

Ad files may be submitted via our FTP site. Contact Rob Theodorow at [rtheodorow@stormfrontproductions.net](mailto:rtheodorow@stormfrontproductions.net) for more information to access site.

## E-MAIL ATTACHMENTS

Submit via e-mail by sending to [rtheodorow@stormfrontproductions.net](mailto:rtheodorow@stormfrontproductions.net). Please be sure to include your company name, contact phone number.

## FILES ON CD

Files and hard copy proofs may be mailed to Stormfront Productions 302 Ferry St., Lafayette, Indiana 47901.

## NOTE

Any excessive computer work necessary to properly output the ad will be billed at the hourly rate of \$125

Direct advertising website inquiries to Rob@  
(765)-429-5555 x 153 or (800)-794-2303

Direct advertising questions and pricing to Rick@ 317-417-6219 or [ipwda1@yahoo.com](mailto:ipwda1@yahoo.com)

Direct billing and account payables to Treasurer Heather Napieralski [@waddtt@aol.com](mailto:@waddtt@aol.com)

## CONTRACT & COPY

Advertiser assumes liability for all ad content.

IPWDA does not endorse any product or company that advertises with us.