

BORAN JOURNAL 2019

PLEASE NOTE : **ORANJE PRINTERS WILL HANDLE THE 2019 JOURNAL. THEY GIVE A ONE STOP SERVICE WHICH INCLUDE THE PRINTING OF THE JOURNAL, AS WELL AS THE **DESIGN OF BREEDERS ADVERTISEMENTS – FREE OF CHARGE!!!** PLEASE READ THE UNDERMENTIONED CAREFULLY FOR ALL THE DEADLINES, SPESIFICATIONS AND WHAT IS EXPECTED FROM YOU AS BREEDER.**

BREEDERS THAT WILL LIKE TO ADVERTISE, TAKE NOTE OF THE FOLLOWING:

Herewith a short summary of the proses to be followed when placing your advertisement in the Journal, as well as the designing of your advertisement (free of charge), or if you will be designing your advertisement yourself. (Please take note of the terms and conditions.)

ROUTE A:

Oranje Printers to design your advertisement : DEADLINE : 25 JANUARY, 2019

1. Contact the Boran Office (Christine ; 051-410 0951 / christine@studbook.co.za) to book your advertisement space in the Journal.
2. Send an e-mail to **Oranje Printers (Nelus Uys – (051) 448 6667 / nuys@vodamail.co.za/arleen@oranje.co.za)** with your Name and surname, stud name, contact details, photo's, logo's, slogan and all relevant information before the deadline of **25 JANUARY, 2019.**
3. Contact **Oranje Printers (Nelus Uys – (051) 448 6667)** telephonically to verify that your advertisement was received.
4. Your proof will be send to you and you can only make **3 sets of changes**, therefor it is important to make sure of all changes to be made.
5. Approval that your advertisement is in order, must be given in writing. No advertisement will be placed without your written approval.

ROUTE B:

Another Graphic Designer to design your advertisement : DEADLINE : 22 FEBRUARY, 2019

1. Contact the Boran Office (Christine ; 051-410 0951 / christine@studbook.co.za) to book your advertisement space in the Journal.
2. Forward the requested specifications to your designer. E-mail the final advertisement to **Oranje Printers (Nelus Uys – (051) 448 6667 / nuys@vodamail.co.za)** before the deadline : **22 FEBRUARY, 2019.**
3. Contact **Oranje Printers (Nelus Uys – (051) 448 6667)** telephonically and confirm that your advertisement was received.

IMPORTANT : SPECIFICATIONS, TERMS AND CONDITIONS

A: CONFIRMATION:

All breeders/advertisers must book advertisement space with the Boran Office – Christine (051-410 0951 / christine@studbook.co.za). Confirm telephonically that it was received by the office.

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B: IF ORANJE PRINTERS WILL DESIGN THE ADVERTISEMENT FOR THE BREEDER

ORANJE PRINTERS will design the advertisements for the Journal without any costs to the Society or the breeder/advertiser. Your first e-mail to **Oranje Printers** must include the following information:

- Your name and surname, as well as your stud name for easy reference.
- The size of your advertisement (Half page, Full page or Double page)
- Landscape/Portrait
- The photos and detail that must be included in the advertisement. (Photo's must be a minimum of 1 MB or bigger.)
- Contact **Oranje Printers** to make sure that the advertisement was received and all is in order.
- Only one layout per advertisement will be permitted. After the first proof, no new photos can be submitted and no changes can be made to the layout. A landscape advertisement cannot be changed to portrait and vice-versa. Should you request other or more advanced layouts, you will be invoiced accordingly and for your own account. Please read points B1, B2 and B3 carefully. **ONLY ONE LAYOUT PER BREEDER, PER ADVERTISEMENT!**

B1: PHOTO'S:

Breeders/advertisers should only send photo's that must be placed in the advertisement. No extra photos must be sent. All photos must be large enough (minimum 1 MB) and in digital format.

B2: CHANGES TO BE MADE:

- **ORANJE PRINTERS** will e-mail you the proof.
- All changes and/or corrections must be communicated to **ORANJE PRINTERS** via e-mail. Thus it is imperative to make sure that all changes are mentioned in the e-mail. (No PowerPoint or other format will be accepted.)
- **Only THREE proof changes will be included in the design of advertisements for the Journal. If you do require more changes to be made, you will be invoiced accordingly and this money to be paid over to Oranje Printers.**

B3: APPROVAL:

Approval must be given in writing and no advertisement will be placed without it. Oranje Printers will take no responsibility for any mistakes after approval by breeder.

C: PROFESIONAL GRAPHIC DESIGN DONE BY SOMEONE ELSE:

- Contact the Boran Office (Christine ; 051-410 0951 / christine@studbook.co.za) to book your advertisement space in the Journal.
- When the designer sends the advertisement to Oranje Printers, it already has to be approved by the breeder. **Thus : the first advertisement Oranje Printers receives is also the FINAL advertisement.**
- After this advertisement was received, the breeder will not be permitted to replace this advertisement. NO adjustments, corrections or changes will be made by Oranje Printers when someone else designed your advertisement.
- The advertisement must comply with all requirements stipulated by Oranje Printers.

D: AMATEUR ADVERT DESIGN BY THE BREEDER:

- **PLEASE NOTE THAT WE DO NOT RECOMMEND THIS, UNLESS YOU ARE A GRAPHIC DESIGNER.**
- The breeder can do the layout in PowerPoint (not Excel, Publisher, Word or any other program). Oranje Printers will then redo it in a professional design program. Please note that after designing your advertisement it will look different than yours.
- All photos must be e-mailed separately and in the correct format.
- All the terms and conditions mentioned above with regard to changes, etc, applies for this section as well.
- Confirmation as mentioned in point A and approval as under point B3 above applies.

ADVERTISEMENT SPECIFICATIONS

A4 FULL PAGE

Trim size : 210x297mm

+ 3mm bleed all around

IMPORTANT: Any text / logo's / pictures of animals not to be cut off, must be 10mm(trim)

A5 HALF PAGE

Trim size : 148x210mm landscape / or 105x297mm portrait

+ 3mm bleed all around

IMPORTANT: Any text / logo's / pictures of animals not to be cut off, must be 10mm (trim)

ALL ADVERTISEMENTS ALREADY DESIGNED AND SEND IN, MUST BE PDF FORMAT

ORANJE PRINTERS IS LOOKING FORWARD TO MAKING THE 2019 JOURNAL A SUCCESS WITH YOUR HELP!!!!
