



The Sunflower

Advertising space

Sunflower Kennel Club of Olathe, Kan.

www.SunflowerKC.org

Printed, mailed or e-mailed to
100+ members every month.
On the Web continuously!

A little about our ad space....

When you advertise in The Sunflower, you're helping the club! But what's in it for you?

Our newsletter goes into the homes of more than 100 members every month, either by mail or by e-mail. Plus, all newsletters are published online at our Web site, where folks visit the newsletter page an average of twice a day* which means your ad has potential visibility every day!

All printed newsletters are in black and white and the online issue is in full color.

Our space ad is a 2-inch by 2-column box ad. All space ads will have a black border (unless otherwise requested). You provide the ad text and graphic.

If you need the ad built for you, the deadline is moved up by a week to allow for time to build it and for you to review and approve it.

Classified ads are 35-40 word line ads with no individual borders, color or graphics. The first two words will be in **bold**.

How do we count words in classifieds? Every word is counted regardless of the number of letters in it. Phone numbers are

considered one word. Hyphenated words are counted separately (eg., "well-known" would count as two words).

Payments will be accepted through Paypal.

How it works... you send (by e-mail or regular mail) the ad text. We must receive it before the deadline for the ad to be place in the next issue. Make your payment by Paypal - once payment is confirmed, we will place your ad.

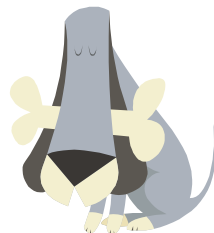
For column ads that need to be built, your deadline is one week earlier. Provide the text, artwork and general layout idea if you have one. We will build the ad and e-mail it back to you for final approval - this is your opportunity to correct any errors and to see your final ad. We must have an e-mail address to provide you with a preview of the ad.

The Sunflower and the Sunflower Kennel Club is not responsible for monitoring copyright infringements. Please be aware of copyright laws - be safe, use only original artwork and photographs.

What you need to know:

Deadline	<i>Third Monday of the month, except for ads requiring review before publishing. For ads requiring proofing before publishing, the deadline is one week sooner (second Monday of the month).</i>
Column ads	<i>\$15 for a 2-inch by 2-column ad with a border. Black border unless otherwise requested.</i>
Graphics, text and layout	<i>You provide graphics, text and general layout. Be mindful of copyright laws. Be safe, use original artwork or photographs.</i>
Classified ads	<i>\$5 for a 35-40 word ad; no color, no border, no special font or graphics.</i>
How to pay?	<i>Paypal</i>
Where to send	<i>admin@sunflowerkc.org or Teresa Brown 12700 W. 122nd St. Overland Park, KS 66213</i>

2-inch by 2-column ad space
for
Only \$15



This ad is the actual size!

Classified ads—For only \$5, you can have a 40-word classified ad to run in The Sunflower newsletter. If you are not sure what 40 words looks like, look at this ad. It's 40 words right on the nose!

* Online newsletter viewer statistics are based on page activity from Aug. 12, 2007 to Nov. 12, 2007.