

CROATIAN KENNEL CLUB



ALMANAH

2012





# ALMANAH 2012

An entirely **NEW, REDESIGNED** and **EXCLUSIVE** yearbook of the Croatian Kennel Club  
Numerous **NEWS** and **SURPRISES**

An overview of the **ACTIVITIES** of the Croatian Kennel Club in 2012

Professional papers on exhibition, hunting, and working cynology

A presentation of the Croatian owned European and World Champions in beauty and working

Interesting articles from all the fields closely related to cynology



# ALMANAH 2012

**FREE DISTRIBUTION TO MORE THAN 300 ADDRESSES:**

Dog CLUBS of the Croatian Kennel Club

All the cynology judges of the Croatian Kennel Club

All the international Kennel Clubs

**BILINGUAL PUBLICATION**

in both English and Croatian



# ALMANAH 2012

We invite you to participate  
in this exclusive publication of the  
Croatian Kennel Club  
and show the beauty, quality  
and success of Your dogs  
throughout the entire world.



# ALMANAH 2012

## THE PRICE LIST FOR ADVERTISING SPACE FOR NON-COMMERCIAL FOREIGN ADVERTISEMENT

### INSIDE THE MAGAZINE

FULL PAGE	1/1 page	=60,00 €
HALF PAGE	1/2 page	=35,00 €
DOUBLE PAGE SPREAD	2x1/1 page	=110,00 €

### COVER

INSIDE FRONT COVER	1/1 page	=140,00 €
INSIDE BACK COVER	1/1 page	=140,00 €
BACK COVER	1/1 page	=300,00 €



# ALMANAH 2012

## **RESERVING ADVERTISING SPACE**

Deadline: 21.12.2012

### **RESERVATION**

e-mail: [petra@hks.hr](mailto:petra@hks.hr)

fax: 00385 (0)1 48 15 356

### **Note:**

Please specify the correct advert size



# ALMANAH 2012

## **PAYING FOR ADVERTISING SPACE**

Deadline: 28.12.2012

### **Note:**

After reserving Your advertising space  
You will receive the payment estimate.

All the adverts must be paid by the above mentioned date  
and the payment receipt delivered to the  
Croatian Kennel Club together with Your advert.



# ALMANAH 2012

## MEANS OF PAYMENT

### **BANK ACCOUNT**

CROATIAN KENNEL CLUB  
Ilica 61, Zagreb, Croatia

ZAGREBACKA BANKA D.D.  
2360000-1000000013

kto.No. 2400026293-3206548  
SWIFT ZABA HR2X

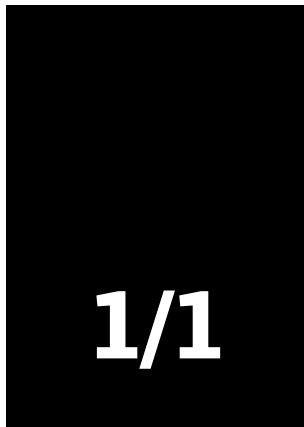
IBAN cod HR5723600001101353640



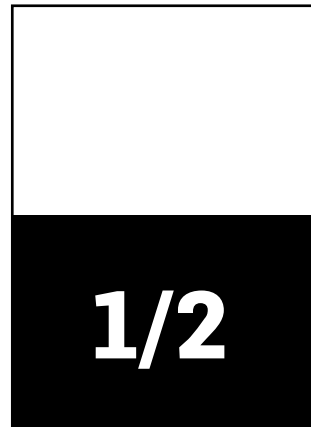


# ALMANAH 2012

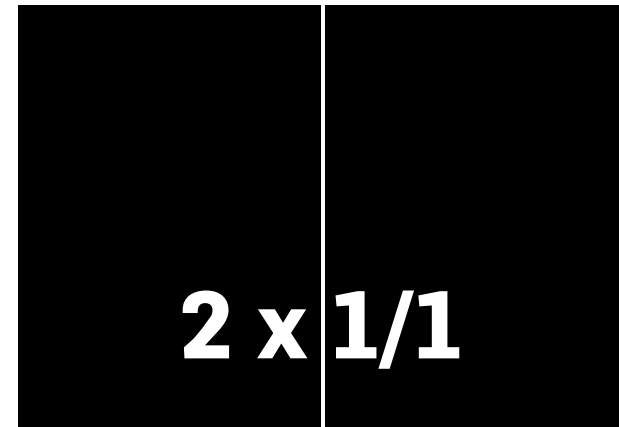
## ADVERTISING SPACE LAYOUT



**FULL PAGE**  
1/1 page  
**20 x 28 cm**  
+ 3 mm safety on  
each side



**HALF PAGE**  
1/2 page  
**20 x 14 cm**  
+ 3 mm safety on  
each side



**DOUBLE PAGE SPREAD**  
2 x 1/1 page  
**40 x 28 cm**  
+ 3 mm safety on each side



# ALMANAH 2012

## INSTRUCTION FOR CREATING AN ADVERTISEMENT

### APPLICATIONS FOR MAKING AN ADVERT

#### FREEHAND:

Text must be converted to paths, document saved in eps format with preview included.  
All the links must be embedded.

#### ILLUSTRATOR:

Text must be converted (create outlines), document saved in eps format with preview included. All the links must be embedded.

#### PHOTOSHOP:

Allowed formats: tiff, jpg,eps, preview included (300dpi)

### ADVERT FORMATS

• EPS • JPG • TIFF • PDF

### NOTES

- CMYK
- 300 dpi/inch



# ALMANAH 2012

## **DELIVERING COMPLETED ADVERTISEMENT**

Your finished, print-ready advert must be delivered together with the payment receipt to the following address

**E-MAIL:**  
**petra@hks.hr**

**DEADLINE FOR ADVERT SUBMISSION: 02.01.2013**



# ALMANAH 2012

## SUMMARY

Reserving advertising space: 21.12.2012  
Paying advertising space: 28.12.2012  
Submitting completed advert: 02.01.2013

For additional information related to ALMANAH 2012 please contact

**CROATIAN KENNEL CLUB**

**PETRA BUVA**

**Fax: 00385 (0)1 48 15 356**

**E-mail: [petra@hks.hr](mailto:petra@hks.hr)**