
Editorial Office

Nancy P. Melone, Ph.D., Editor-in-Chief

Issue Focus

February—Rescue

April—Activities/Training

June—Breeding/Puppies

August—National Specialty

October—Health

December—Veterans

Alpenhorn Editor two (2) months prior to the first day of the month in which the edited article is to appear (i.e., December 1st for the February issue; February 1st for the April issue; April 1st for the June issue; June 1st for the August issue; August 1st for the October issue; and October 1st for the December issue). Additional information is available at www.bmdca.org.

CONTRIBUTORS, ADVERTISERS, & SUBSCRIBERS

Send author, reader, and photographic contributions to:
Nancy P. Melone, Ph.D., Editor
118 Lakeland Drive
Mars, PA 16046-2114
nmelone@consolidated.net

Advertising Offices
Advertising Orders and Design
Joye Neff, Advertising Manager
Beth Schmoyer/Berners &
Blooms Photography, Advertising
Designer

Author, Reader, and Photo Contributions

The Alpenhorn Editor considers manuscripts at any time. Please be aware that authors/photographers do not receive financial compensation for manuscripts/photographs (minimum 300 DPI at the size to be printed before any altering) that are accepted for publication and that submission does not guarantee publication. Manuscripts are subject to editing. Photos will be credited.

BMDCA members are the primary audience for *The Alpenhorn*, but our readership includes many non-members who are fanciers of the Bernese Mountain Dog. The readership is international. The language used is formal written American English.

Article Topics, Length, and Level

In general, manuscripts should be 500 to 800 words. While we have pet owners as readers, this is a breed publication. Topics of interest include, but are not limited to, the sport of dogs, adult canine and puppy health, training, conformation, performance and working activities, junior participation, therapy work, nutrition, breed history, the international dog scene, genetics, breeding, and judging. We seek articles that introduce, educate, explain, integrate, and entertain.

Deadline for Contributions

Manuscripts can be submitted for consideration at any time. Manuscripts that have been *accepted* for publication by the Editor must have been received by *The*

Advertising Rates & Availability

Front Cover: \$600 (Color Only; Cover must be designed by *Alpenhorn*)

Inside Front Cover: \$375 (Color Only)

Back Cover (Must be designed by *Alpenhorn*): \$360 (Full Page, Color Only)

Inside Back Cover: \$350 (Color Only)

Center Spread: \$600 (Color)/\$300 (B&W)

Full Page: \$300 (Color)/\$150 (B&W)

Half Page: \$150 (Color)/\$75 (B&W)

Quarter Page: \$75 (Color)/\$40 (B&W)

Kennel/Business Card: \$25 (B&W Only)

6-Issue Run \$125 [Changes (e.g., phone, address, logo, or website) during run are \$10 per change]

Non-BMDCA Members: Double Rates

Regional Club Rates:

- Draft-Test-Only Ad, B&W Only, Half or Full Page, Camera-ready: 75% Discount off regular price
- Other Club-Sponsored Events/W&M, B&W Only, Half or Full Page, Camera-ready: 50% Discount off regular price
- Non-camera-ready, add \$10

Ad design by our *Alpenhorn* ad designer is a free service included in the price of all ads (excluding discounted Club ads, for which we charge a \$10 design fee). If you anticipate using an *Alpenhorn*-designed ad in a non-BMDCA publication, please contact our ad designer for our policy. Covers are sold on a first-come, first-served basis. (Note: BMDCA reserves the August cover for the National Specialty). All front and back

covers must be designed by *The Alpenhorn*. Only color ads reserved as premium positions (i.e., Front or Back Cover, Inside Front or Back Cover, or Center Spread) are guaranteed a specific location in the magazine. Reservations for premium positions require prepayment at time of reservation to reserve the page. All other ad placements are “run-of-magazine” (i.e., placed at the discretion of the Editor-in-Chief to accommodate printing requirements).

Advertising Order Placement

Requests for advertising space should be sent to the Advertising Manager, Joye Neff. Payment for advertising must be received by *The Alpenhorn* no later than the 1st day of the even-numbered month before issue publication (e.g., by June 1st for an ad in the August issue). Ads for which payment is received after the deadline will be run in the following issue.

Advertising orders must be paid in full by the issue deadline. All ads must have an “owner” (i.e., a person responsible for paying for the ad). Advertising prices include “free” *The Alpenhorn* design service. Advertisers may always choose to hire their own designers or design the ad themselves (excluding front cover); *The Alpenhorn* does not discount ads designed elsewhere. **Advertisers using external designers must still order ad space through Joye Neff by the normal deadline.**

If you are not using our design service, the name of your ad designer must appear somewhere on your ad copy. External ad designers should note that all text/images must be contained within the “live area” as noted below; ads not conforming to these requirements or formatted incorrectly will not be accepted as camera ready. All ads must conform to *The Alpenhorn* standards for registered names, titles, and Berner-Garde numbers.

Full Page: Trim size of publication—8.5” wide x 11” tall; live area inside trim—7.5” wide x 9.75” tall; and full-page bleed add .125” to all sides finished total size.

Spread: (Submit as 1 Document): Trim size of publication—17” wide x 11” tall; live area inside trim—7.5” wide x 9.75” tall each page; and for full bleed add .125” to all sides finished total size.

Half Page: (1/2 Horizontal): ½ page—8.5” wide x 5.5” tall; live area inside trim—7.5” wide x 4.875” tall; and for full bleed add .125” to all sides finished total size.

Quarter Page: ¼ page—4.25” wide x 5.5” tall; live area inside trim—3.75” wide x 4.875” tall. No bleeds on quarter-page ads.

Color ads should be saved as CMYK; B&W ads saved as grayscale. Photos should be minimum 300 effective PPI (or 300 DPI at the size to be printed). Ad designer’s name should appear on all ads. Completed FINAL COPY for ads that are not designed by *The Alpenhorn* should be sent to the Editor-in-Chief (nmelone@consolidated.net) **on or before the advertising deadline.** Late ads will appear in the following issue if they are not received by the deadline.

Make check or money order payable to “BMDCA” in US funds. Advertisers whose checks are returned for any reason will be billed for fees incurred by the BMDCA. Please send your advertisement order and payment to:

Joye Neff, Advertising Manager
1182 Firwood Drive
Pittsburgh, PA 15243-1881
joye.neff@gmail.com
412-561-8539

Advertising Copy Submission

Advertising copy (photos, text, and images) must be received by our Advertising Designer well before the deadline so that you will be able to submit final copy by the deadline [final copy due

no later than the 1st day of the even-numbered month prior to the month in which the ad is to appear (i.e., December 1st for the February issue; February 1st for the April issue; April 1st for the June issue; June 1st for the August issue; August 1st for the October issue; and October 1st for the December issue)]. Additional information is available at www.bmdca.org. Send ad copy to:

Beth A. Schmoyer, Ad Designer
Berners & Blooms Photography
1869 2nd Street
Bethlehem, PA 18020
blkcat123@rcn.com
610-868-5569 (hm)
610-657-5174 (cell)

Subscriptions Office New, Renewal, or Non-member Subscriptions; Single Issues; or Address Changes

Keri Jackson, M.D., Subscription
Manager

Subscription Rates

US first-class mailing surcharge:
add \$10.00 to subscription rate
Non-member subscriptions:
\$50.00 per year
Single & Back Issues (as available):
\$10 plus \$2.25 US postage
Canadian & Mexican subscriptions:
\$65.00
Overseas subscriptions: \$75.00
International subscriptions are
payable in US funds to “BMDCA.”

Depending on availability, missed
copies will be replaced at \$5 each.

Send subscription, single-issue, or
address-change requests to:

Keri Jackson, M.D.,
Subscription Manager
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