

## **ADVERTISING**

The North American Deutsch Kurzhaar Club (NADKC) offers members and nonmembers the opportunity to advertise on the club website [www.nadkc.org](http://www.nadkc.org). Available ads include "litter ads", "stud dog ads", and "DK for sale" ads.

The term "members" is defined as all club members of the NADKC who are in good standing. This also includes members of the Deutsch Kurzhaar Verband, our parent club. "Good Standing" is defined as club members who have joined the club and have no outstanding debt to the club during the year in which the ad is being purchased.

The term "nonmembers" includes any person who currently is not a member of the NADKC or DKV. Advertising on the litter's page, stud dog page, and DK for sale page is limited to Deutsch Kurzhaars only.

## **ADVERTISING PRICES**

Members of the NADKC or DKV in good standing may purchase an ad (Litter, Stud Dog, or DK For Sale) for \$20.

Nonmembers may purchase an ad (Litter, Stud Dog, or DK for Sale) for \$100. Non-members may apply to join the club for \$75 as a regular member. Once membership is confirmed, member ad fees for members apply.

## **PAYMENT FOR ADS**

Payment for ads must be made on-line prior to the ad being posted.

Complete payment through Paypal.

Email the copy with attached images to [webmaster@nadkc.org](mailto:webmaster@nadkc.org). A PDF of the ad may also be sent to provide an overview of the layout of the ad.

Once the webmaster has been notified by the treasurer that payment has been made, the webmaster will create and post the ad, followed by a confirmation email being sent to the owner with a link to preview the ad on-line.

## **LITTER AD**

**General Description** – A litter ad consists of both copy and a photo of the dam and sire. A copy of each dog's Ahnentafel (pedigree side) is optional. Copy, photos, and Ahnentafel (optional) are provided by the person who purchases the ad. Copy should be limited to 150 words per dog and one photo per dog. The content should be accurate, grammatically correct, and complete with contact information. Litter ads are listed by date of whelp or breeding

**Breeding Requirements** – Both the dam and sire must meet the breeding requirements of the DKV for the ad to be accepted by the webmaster for posting. Download: Testing and Breeding Regulations

**Removal of Ads** – Litter ads last for a period of up to 3 months from day of litter whelping and are then removed by the webmaster or if the owner requests the removal of the litter ad at an earlier date. If a breeding does not take, the litter ad will be removed and a new ad must be purchased.

**Guidelines for Litter Ads** – Litter ads should follow the same basic format as on the website: kennel name, date of breeding or whelp, name of dog, test scores, brief description of DK, and contact information. Photos should be a minimum of 900 ppi x 600 ppi for best viewing. See <http://www.nadkc.org/litters.html>

## **STUD DOG AD**

**General Description** – A stud dog ad consists of both copy and a photo of the stud dog. A copy of the dog's Ahnentafel (pedigree side) is optional. Copy, photos, and Ahnentafel (optional) are provided by the person who purchases the ad. Copy should be limited to 150 words and one photo per dog. The content should be accurate, grammatically correct and complete with contact information. Stud dog ads are listed as received by the webmaster

**Stud Dog Requirements** – The stud dog must meet the breeding requirements of the DKV for the ad to be accepted by the webmaster for posting. Download: Testing and Breeding Regulations

**Removal of Ads** – Stud dog ads are reviewed once a year by the webmaster. All owner's with stud dogs over 10 years old will be contacted by email as to whether the dog is still being used at stud. If a dog is no longer being used, the ad will be removed.

**Guidelines for Stud Dog Ads** – Stud dog ads should follow the same basic format as on the website: name of dog, test scores, brief description of DK, contact information. Photos should be a minimum of 900 ppi x 600 ppi for best viewing. See <http://www.nadkc.org/stud-dogs.html>

## **DK FOR SALE AD**

**General Description** – A DK for Sale ad consists of both copy and a photo of the dog for sale. A copy of the dog's Ahnentafel (pedigree side) is optional for members. A copy of the dog's Ahnentafel (to show that the dog is registered) must be included for nonmembers. Copy and photos are provided by the person who purchases the ad. Copy should be limited to 150 words per dog. The content should be accurate, grammatically correct and complete with contact information. DK for sale ads are listed as received by the webmaster.

**DK For Sale Requirements** – The Deutsch Kurzhaar must be registered with the DKV for the ad to be accepted by the webmaster for posting.

**Removal of Ads** – DK for sale ads last for a period of up to 3 months from posting to the website and are then removed by the webmaster or if the owner requests removal of the ad.

**Guidelines for DK for Sale Ads** – DK for Sale ads should follow the same basic format as on the website: name of dog, test scores, brief description of DK, contact information. Photos should be a

minimum of 900 ppi x 600 ppi for best viewing. See <http://www.nadkc.org/for-sale.html> or <http://www.nadkc.org/stud-dogs.html> if no DK for Sale ad is available to view.