

# **WCA EDITOR RESPONSIBILITIES & MAGAZINE POLICY**

## **WCA EDITOR – MAGAZINE RESPONSIBILITIES**

### **GOALS**

1. To provide an informative, factual, educational, professional magazine.
2. To meet Magazine Policy deadlines.
3. To comply with Magazine Policy.

### **EDITOR WORKS WITH:**

1. Responsible to the Board of Directors and implements Board directives.
  - a. Submits reports: As needed. Annually for the December Board meeting.
2. The magazine printer/publisher.
3. The WCA Executive Secretary.

### **EDITING**

1. **Magazine**
  - a. The Editor reserves the right to edit all copy including advertising and is not responsible for claims made by advertisers. Statements made by writers are not necessarily the views of the Editor or the WCA.
  - b. Reads and proofs each magazine for WCA policy, accuracy of spelling, grammar and punctuation.
  - c. Researches current AKC and WCA titles for accuracy for the dogs on the Top Ten Lists and WCA events.
2. **Other WCA Publications**
  - a. Editor is responsible for other WCA publications (e.g. Membership List, Rule Booklets, Constitution & Bylaws, Ballots, etc.)

### **ARTICLES OF GENERAL INTEREST**

1. Solicits from committee chairs, members and outside sources articles of interest to the general membership (historical articles, breeders, dogs, etc.)

### **ADVERTISING**

1. Solicits advertising from members and from outside sources, including small ads and classified ads.
2. Promotes special editions (Blue Ribbon, Stud Dog Issue, etc) with ads and reminders during the months prior to the issue to generate advertising.
3. Submits proofs to advertisers.
4. Collects all fees for advertising: monthly and annual classified ads.
5. Creates advertising pages for The Weimaraner Magazine for the WCA.
6. Creates basic, standard format ads for The Weimaraner Magazine for WCA members.

### **FREE COVERS AND OTHER FREE PAGES**

1. Notifies owners of dogs earning free covers, when possible 1 month in advance.
2. Sells color upgrades to owners of dogs earning free black and white pages and collects the fees.

### **WCA EVENTS**

1. Notifies WCA event chairs of deadline for publishing their event (National Specialty events, National Field Trial, Field Classics, Bench Futurities and Maturities). Follows up with reminders.

### **DISQUALIFYING FAULTS**

1. No advertising will be accepted which contains or promotes Weimaraners with known or obvious disqualifications. Photos of these dogs may be published if they are part of the results (juniors, obedience, agility, etc.).
2. No dogs with obvious disqualifying faults will be published on a cover.
3. The above two points will be published in bold print on the Table of Contents page of each magazine issue.

### **CLUB EVENTS**

1. Pictures accompanying write-ups of events will be returned free of charge to the club hosting the event.

### **LETTERS TO THE EDITOR & UNSUITABLE COPY**

1. Letters to the Editor of a controversial nature involving a specific person will not be published until that person is contacted and given the opportunity to submit a rebuttal. The original letter to the Editor and the rebuttal will appear in the same issue of the magazine.
2. Prior to publication, controversial letters are to first be reviewed by the Board of Directors. If it is the opinion of the Board of Directors that the letter is not to be published, the person submitting the letter will be so notified, in writing, by the President.
3. Information received by the Editor that is judged by the Editor to be unsuitable for publication should be returned to the person submitting the information along with a letter of explanation. Copies of the report and letter should be sent to the WCA President and WCA Committee Chairperson if an existing committee is affected.

## **WCA MONTHLY MAGAZINE POLICY (12 Issues)**

### **PURPOSE**

1. It is the intent of *The Weimaraner Magazine* to provide informative, factual, educational information.

### **DISCLAIMER**

1. The WCA is not responsible for claims made by advertisers. Statements made by writers are not necessarily the views of the WCA.

### **DIGITAL MAGAZINES**

The digital, PDF, version of the magazine emailed to the membership will match the printed version of the magazine that is mailed to the membership.

### **DEADLINES:**

1. The Weimaraner Magazine is to be published the first week of each month. A hard copy of the magazine is to be mailed to all members except those members who opt for electronic magazines only.
2. Magazine file submitted to the printer by the 15<sup>th</sup> of each month (January 15<sup>th</sup> for February).
3. Have magazines available electronically by the 20<sup>th</sup> of each month (January 20<sup>th</sup> for February)
4. Deadline for all magazine submissions (events, copy, advertising) is the 1st of each month one month prior to publication (January 1st for February).
5. Payment must accompany all ads.
6. Deadline for event reports to be published (results of specialty shows, field trials, write-ups of club activities) is three months from the date of the event. Results/reports older than three months may not be published and will be returned with an explanation.
7. For WCA events (Field Classics, Show Futurities & Maturities) if results are not received within 3 months the Futurity (and Maturity) results will be published without the host club results.

### **NOTICES/ARTICLES FROM COMMITTEE CHAIRS**

1. Any notice to the membership from an existing WCA committee should be provided by the committee chairperson or someone so appointed. The Editor will submit the notice to the chairperson for proofing before publication.

### **PUBLISHING DOG NAMES AND TITLES**

1. Only AKC and WCA titles will be published, except in paid advertising and for NAVHDA Utility Prize 1. For events, the titles will be as of just prior to the event.
2. For WCA events dog names and titles are verified, correct and complete, including all AKC prefix and suffix titles as published by the AKC and all WCA titles as published by the WCA.
3. The letter 'v' when used as an abbreviation for 'von' is not capitalized. When used for 'Versatile' it is capitalized.
4. The word 'von' is not capitalized unless it is the first word of a dog's name.

### **WCA NATIONAL EVENTS**

1. Premiums for the National Field Championships, Field Classics, and other National events are published for free (maximum 4 pages), including typesetting. A 1-page event schedule and a 4-page insert with National Specialty information are published for free.

2. Clubs hosting National events are entitled to a one-page free black and white ad if they are not publishing the premium list in the magazine. May be upgraded to color for a fee.
3. Fundraising ads for the National Field Trial and National Specialty Show may be published as needed.

**CURRENT MONTHLY MAGAZINE ADVERTISING RATES** (Advertising Rates Page)

	<b>B &amp; W</b>	<b>Color</b>
Front Cover	N/A	N/A
*Back Cover	N/A	350
*Inside Front Cover	105	200
*Inside Back Cover	95	175
2 Page Spread	150	285
Centerspread	175	300
Full Page	80	150
½ Page	50	75
¼ Page	25	N/A

\* When available.

Color Upgrades for free black and white pages: Full Page = \$80, Half Page = \$35

**Classified Ad Rates - Annual**

Full Column	\$225
¾ Column	\$180
½ Column	\$140
¼ Column	\$100

Effective 1/1/19

**Prices to be adjusted as costs change.**

## **MONTHLY MAGAZINE COVER POLICY (Not including Blue Ribbon)**

### **WCA NATIONAL EVENTS**

1. See the “Monthly Content Section” – “List of Magazine Layouts,” for additional free black and white pages for WCA National events.

<b>Title/Award/Win</b>	<b>Price to Member</b>
<b>Front or Back Cover</b>	<b>Front &amp; Back Covers-Always Color</b>
National Specialty Winner (Front)	Free
National Obed HIT (Back)	Free
National Field Champion (Front)	Free
National Amateur Field Ch (Back)	Free
Classics, All Age Winner (Back)	Free
Top Junior	Free
Field & Show Futurity Placing (Fut/Mat rules) (Share Cover)	Free
Dual Champion, Triple Champion, etc.	Free
OTCH	Free
Achieve Both BROM and FROM	Free
Best in Show (1 <sup>st</sup> time, all-breed shows only)	Free
Achieve Both GFC and GAFC	Free
Champion Tracker	Free
<b>Inside Covers</b>	<b>Free Black &amp; White</b>
Field Futurity Winners	Color Upgrade Available
Show Fut/Mat Winners	Color Upgrade Available
CH/MH (Share Covers)	Color Upgrade Available
MACH (1 <sup>st</sup> MACH only) (Share Covers)	Color Upgrade Available
<b>Inside Cover or a Page</b>	<b>Free Black &amp; White</b>
HIT – Obedience (1 <sup>st</sup> time, all-breed shows only)	Color Upgrade Available
UDX (1 <sup>st</sup> UDX only)	Color Upgrade Available
TDX	Color Upgrade Available
NAVHDA Util Prize 1 (Maximum Score Only)	Color Upgrade Available

### **AVAILABILITY**

1. Recipients of the above are awarded the first available cover or free page as determined by the Editor.

### **PROVIDING PHOTOS AND COPY**

1. The owners of dogs who qualify for the above covers/pages are responsible for providing photo and proper write-up to the Editor.
2. Sire, dam, owner(s), and breeder(s) must be included in all cover write-ups.
3. Write ups for covers will be limited to 150 words, no photos.

### **DEADLINE**

1. Whenever possible, the Editor will notify cover/page winners in writing one month prior to the deadline for their particular issue.

### **FLEXIBILITY**

1. The above cover schedule shall remain flexible so as to accommodate unforeseen circumstances; adjustments will be made as necessary by the Editor and the Board of Directors.

### **DOGS EARNING MULTIPLE COVERS**

1. Dogs who qualify for multiple covers may be awarded only one front cover unless space permits.

### **FRONT COVERS**

1. Layouts for front and back covers should be consistent from month to month.
  - a. Date (month and year) of the issue on front cover should be easily visible.

## **REQUIREMENTS FOR SUBMITTING ADVERTISING**

Due to the overwhelming participation and the wide availability of desktop publishing the following limits and requirements are in effect for advertising.

### **SUBMITTING ADVERTISING**

1. Ads, copy, photos and/or all ad details must be received by the Editor on or before the magazine deadline.

### **CAMERA-READY ADS**

1. Editor will determine camera ready requirements
2. Advertisers MUST advise the editor of their intent to submit camera-ready ads.
  - a. Camera ready for the editor's purpose means that the ad must be sent as a single file and must be sized to conform to the magazine specifications.
  - b. The ad area of a full-page ad is 4.5 inches x 7.5 inches. If you want a full bleed ad, the specifications are 5.5 inches x 8.5 inches + 1/8" all the way around for bleed. Active area (where you can have typing) is 5 inches x 8 inches.
  - c. All photos, artwork, and camera-ready designs MUST be submitted in CMYK (NOT RGB). 300 dpi is required for all color images and ads.

3. The editor assumes no responsibility for the quality of camera-ready ads. No refunds will be given for poor reproduction. It is the sole responsibility of the person submitting the ad to ensure it fits the magazine's specifications.

**B&W ADS:**

1. All photos, artwork, and camera-ready designs MUST be submitted in GREYSCALE. 300 dpi is required for all images and ads.

**ALL ADS:**

1. Artwork/logos submitted must be clean, quality printed images. Digital files must be 300 dpi. Acceptable formats include jpg, tif, or pdf and the resolution must be 300 dpi.
  - a. Fonts should be outlined
2. An Adobe PDF proof of all non-camera-ready ads will be e-mailed to the advertiser.
3. Advertisers will have ONE CHANCE for revisions and edits. Once those have been corrected, a FINAL proof will be emailed. Revisions beyond this proof are subject to an additional fee.
4. Ads failing to follow these guidelines will be returned. Ads may be resubmitted correctly laid out but will be handled as new ads.

**PAYMENT: All ads must be paid at the time materials are submitted.**

## MONTHLY CONTENT

**List of Magazine Layouts**

(WCA Field event layouts were approved by the Field Committee)

**Field Classics:**

Inside Front: Field Futurity Winner  
Back Cover: Open All Age Winner  
Inside Back: Open Gun Dog Winner  
Centerfold 1: Amateur Gun Dog Winner  
Centerfold 2: Open Derby Winner

Back Cover is printed in color for free.  
Other Winners' pages are free for black/white, may be upgraded to color for a fee.

**Mid-America Field Classic:** Discuss layout with Chair since there's no Field Futurity

**National Field Trial:**

Front Cover: National Field Champion  
Inside Front Cover: National Field Futurity  
Back Cover: National Amateur Field Champion  
Inside Back: National Open Derby  
National Walking Puppy – Opposite to Inside Back Cover

Front & Back Covers printed in color for free.

Other Winners' pages are free for black/white, may be upgraded to color for a fee.

**National Specialty Show:**

Front Cover: National Specialty BOB

Inside Front: Best Dog & Bitch, Futurity

Back Cover: National Specialty Obed HIT

Inside Back: Best Dog & Bitch, Maturity

Centerfold:

National Specialty BOS

Top 20 Invitational Winner

Most Versatile Weim

National Agility HIT or High Combined (ask Agility Chair)

Front & Back Covers printed in color for free.

Other Winners' pages are free for black/white, may be upgraded to color for a fee.

**Regional Bench Futurity/Maturity:**

Inside Front: Best Dog & Bitch, Futurity

Inside Back: Best Dog & Bitch, Maturity

Pages are free for black/white, may be upgraded to color for a fee.

**LIST OF INSERTS, REGIONAL & NAT'L ADS, ETC.**

Monthly – WCA Board Minutes (except the June Blue Ribbon issue)

4 months prior: National Specialty Schedule/Info 1-page ad

3 months prior: National Specialty 4-page insert

Field Classic Premium inserts or 1-page free B & W ad (Western, Eastern, Mid-America)

**January through June:**

Small photo of NFC on front cover

Small photo of NAFC on back cover

**July through December:**

Small photo of NAFC on front cover

Small photo of NFC on back cover

**January through December:**

Small photo of Nat'l Specialty Winner on Front cover

Small photo of Nat'l Specialty Obed HIT on Back cover



January - Blue Ribbon ad  
February through May - Blue Ribbon Insert  
February – Judges Ballot Round 2  
February – NFT & Winter Specialty Results  
February – Membership List Insert  
May? – Junior results for previous year. WCA Top Junior write up.  
May through July - Photo Contest ads  
October - National Field Trial Premium insert or 1-page free black and white ad  
October - Winter Specialty black and white ad  
October - Dual Welcome Party ad  
October & November – Stud Dog Issue ads  
October – Dues Envelope Insert  
November – Judges Ballot Round 1  
November through March – Calendar ads  
December – Stud Dog Issue

### **MONTHLY LISTS**

BROM/FROM

Top Ten (Field, Show, Obed, Agility)

Statistics (Field, Obed)

New Member Applications

New AKC Titles

WCA Ratings Awarded

Regional Weim Clubs

Officers & Committees

Calendar of Events

New AKC Titles List – Dogs' titles are published as they are received from the AKC, with WCA titles added.

WCA Ratings Awarded: Dogs' titles are published as of the Rating test date.

## **BLUE RIBBON POLICY**

1. The Blue Ribbon Issue, published as the regular June issue annually.
2. Will be sent electronically, free of charge, to all judges approved by AKC to judge Weimaraners.
3. Advertising in the Blue Ribbon issue will be limited to the membership of the WCA (no outside advertising or businesses except for WCA sponsors).
4. Blue Ribbon Issue advertising form to appear in the three issues prior to the deadline.

### **BLUE RIBBON PRICES**

	<b>B &amp; W</b>	<b>Color</b>
Full Page Ad	\$110	\$175
Add'l Pages	\$ 90	\$155
Centerspread	\$200	\$330
Color Upgrade for Free B & W pages		\$ 80

Each page includes 1 photo. Add'l photos \$10 each (does not apply to camera ready ads).

Extra Blue Ribbon copies are \$15 each.

Prices to be adjusted as costs change.

### **SECTIONS:**

1. The following to be included in Blue Ribbon Issue:
  - a. Weimaraner Standard
  - b. **Sections** are available for:
    1. Top Ten (includes show, field, obedience, agility)
    2. Dual and Triple Champions
    3. New Champions (includes bench, field, OTCH, MACH)
    4. Best In Show
    5. Versatility/Performance (includes obedience, agility, ratings, versatility titles)
    6. In Memoriam
    7. Field
    8. Breeders' Showcase
    9. Hall of Fame inductees for the previous year

### **BLUE RIBBON COVER POLICY**

1. Covers:
  - a. Volume 1:
    - Front: #1 Show Weimaraner (Free Color)
    - Back: #1 Obedience Weimaraner (Free Color)
    - Inside Front: Top Producing Show Sire (Free B & W)
    - Inside Back: Top Producing Show Dam (Free B & W )

- b. Volume 2:
  - Front: #1 Field Weimaraner (Free Color)
  - Back #1 Agility Weimaraner (Free Color)
  - Inside Front: Top Producing FROM Sire (Free B & W)
  - Inside Back: Top Producing FROM Dam (Free B & W)
- c. Free B & W pages may be upgraded to color for a fee.
- d. Top Producers to be determined by champions finished during the preceding calendar year. Blue Ribbon Editor to notify owners for photos and write-up.
- e. WCA BROM Recorder keeps track of sires and dams and their champion get.

**FREE PAGES:**

1. **One free black and white page provided for:** Best in Show winners, Dual Champions, Triple Champions, Obedience Trial Champions, Master Agility Champions (1<sup>st</sup> MACH only), Champion Tracker, Hall of Fame inductees, Top Producing Sire & Dam from the preceding year. The Editor is to notify owners for photos and write-up. All pages will follow the same format and will include:
  - a. Dog's name
  - b. Whelp date
  - c. Sire, dam, breeder, owner
  - d. OFA number
  - e. Number of Best in Shows or championship information

**LISTS TO BE INCLUDED:**

1. The following lists:
  - a. All-Time Top Producers (submitted by WCA BROM Recorder)
  - b. Current year's Top Producers
  - c. Dual Champions
  - d. Obedience Champions
  - e. Tracking Hall Of Fame (All dogs completing the TDX title)
  - f. Hall of Fame
  - g. Lifetime Achievement Awards
  - h. All Time Top Show Dogs
  - i. Champion/Master Hunters
  - j. Most Versatile Weims
  - k. Lifetime Top Ten Lists: Obedience, MACH Agility & PACH Agility
  - l. Final Top Ten Lists in Obedience, Show, Field (All Age/Gun Dog) and Agility (MACH & PACH) for the preceding year.
  - m. Index of Advertisers

**SUBMITTING ADVERTISING: Monthly requirements apply to advertising in the Blue Ribbon except for the following:**

1. For a basic format ad simply complete the information on the ad form:

Dog's Registered Name

Call Name

Sire & Dam or Pedigree

DOB

OFA/Pennhip

Other Health Results

Breeders

Owners

Text

2. Limit write-up to 50 or 60 words. (Editor reserves the right to cut the copy if it is too lengthy.)
3. All ads must come complete within one submission (file, envelope or email).
4. Members taking advantage of the multiple page discount must submit ONE check to cover all pages and the ENTIRE section must be COMPLETE and submitted in ONE SUBMISSION (file, envelope or email).

**PAYMENT: All ads must be paid at the time materials are submitted.**