



**Stray Cat Club Gala - Sunday October 26, 2008**

at the historic Wilshire Ebell Club - supporting Stray Cat Alliance

- Master of Ceremonies Warren Eckstein, internationally known pet and animal expert and radio host of "The Pet Show with Warren Eckstein";
- Honoring Council Members Richard Alarcon and Tony Cardenas for passage of L.A.'s spay/neuter ordinance.

**Buy ad space and support Stray Cat Alliance's life saving efforts.**

**RATE CARD & AD SUBMISSION GUIDELINES**

This first ever **SCA Cat Resource Guide** will contain incredible information on cats, ferals, health issues, trapping, rescue services and more. Not only will it be given to over 300 attendees, but it will be distributed throughout the year at clinics, trapping depots and events to support the Stray Cat Alliance cause to save cats lives. For more information on how to place your ad or message, please call **310.281.1109** or email Evelyn at [iamsoycatty@gmail.com](mailto:iamsoycatty@gmail.com) or Missy at [savepets@gmail.com](mailto:savepets@gmail.com).

**AD RATES**

- 1 full page approx 5" x 8" ..... \$300
- 1/2 page approx 5" x 4" ..... \$150
- business card size/memorial/tribute ads (4 per page)  
approx 3 1/2" x 2" ..... \$75

Rates are for camera ready art. Additional charges for design services and any necessary production.

**SUBMISSION GUIDELINES**

**Ad art files accepted:** Mac format Quark 6.5 or earlier (with all linked files and fonts), Photoshop EPS or TIFF, Illustrator or PRINT READY PDF. **ALL FILES MUST BE HIGH RESOLUTION** (300 dpi). 4-COLOR ADS must be CMYK - No RGB files accepted and all PMS colors must be converted to CMYK. B/W ADS must be set up B/W or grayscale. Not responsible for files not conforming to these specifications.

**1 FULL PAGE**  
approx 5" x 8"

**1/2 PAGE**  
approx 5" x 4"

**MEMORIAL/TRIBUTE ADS**  
approx 3 1/2" x 2"

To purchase an ad for the **2008 Stray Cat Club Cat Resource Guide** please fill out the information below. Deadline is October 6, 2008

**AD SIZE** (please check box)

- Full page (\$300)
- Half page (\$150)
- Business card size (\$75)

**SUBMISSION DEADLINE  
OCTOBER 6, 2008**

**AD ARTWORK** (please check box)

- I will e-mail digital camera ready art
- I will mail digital camera ready art on **CD** or **DVD**
- I will need an ad produced - Please contact me for details by phone \_\_\_\_\_ e-mail \_\_\_\_\_. Rates are \$75 per hr.

**PAYMENT INFORMATION:** (CHECK OR CREDIT CARD ACCEPTED)

Name \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

email: \_\_\_\_\_

- CREDIT CARD** (Visa/MC)

Number: \_\_\_\_\_

Exp: \_\_\_\_\_

Security Code: \_\_\_\_\_

- CHECK** Mail payment to SCA at address below
- FAX** Fax payment information (this form) to 310.969.3734

**PLEASE MAIL THIS FORM and/or PAYMENT to:**

STRAY CAT ALLIANCE  
c/o E Gray  
550 N Croft Avenue, Unit 7  
West Hollywood, CA 90048

