

The English Shetland Sheepdog Club

The ESSC is pleased to announce its intention to produce a 2020 Handbook which will be published at the Club's Championship Show on 10 October 2020

Please note that closing dates for the 2020 Handbook material are as follows:

Portrait Gallery entries at the ESSC Championship Show at Stoneleigh on **19 October 2019**. Dogs qualifying for the portrait gallery after this date may still be entered up to **31 December 2019**.

Advertisements may be sent in any time up to the Club Open Show which is on **22 February 2020**.

PORTRAIT GALLERY (UK CC Winners ONLY)

The Portrait Gallery is open to **all** dogs who have won a CC in the UK during the years 2014-2019, owned by members & non-members, and no other dogs. In each case a photograph, in show stance and preferably in colour, is required with the following details:-

1. Dog's Name
2. Breeder's Name
3. Owner's Name
4. Dog's Colour
5. Sex
6. Date of Birth
7. Line & Family (if known)
8. Name & Date of Show at which award was won
9. Name of Judge
10. 3 generation pedigree underlining the names of any dogs in the Pedigree that have won a CC.

The cost of each Portrait Gallery entry is **£30 for members & £40 for non-members**.

Please note that Overseas titles and awards CANNOT be included in the Portrait Gallery.

ADVERTISEMENTS (ESSC MEMBERS ONLY)

The style will follow that of the 2010 Handbook so please use that as a model when preparing your material.

USE ONLY ONE SIDE OF THE PAPER. Please check that all names are legible, in capitals (typed if possible). Some dogs have difficult names and we cannot be expected to guess. The correct name is on the Registration Certificate – Please check.

Please put your dog's name on the back of all photos lightly in pencil or on a sticker (DO NOT USE BIRO – IT SHOWS THROUGH and may ruin the photo). Place all photos in an envelope – do NOT use staples or paper clips.

Please note that digital photos printed using ink-jet printers often cannot be scanned successfully. Digital photographs in electronic form are preferred. You may send these on a CD, DVD or flash card or they may be emailed. JPEG format is preferred and at the highest resolution possible. Photos of less than 300 pixels per inch and digitally enlarged or enhanced photos are unlikely to reproduce successfully. Photographs that require editing (removal of leads, etc) may incur an additional charge.

A good photograph makes a good start. Crowded copy spoils it. Remember that the Handbook will be published in October 2020 so do not write copy which will be out of date by then. If you want any help with the layout of your advertisement, please contact the Editor who will be glad to help you.

Should you wish to submit your advert in digital form, we can only accept **editable** documents in Microsoft Word, Microsoft Publisher and Rich Text Format. Note that the page size is smaller than A5 and crowded copy which looks OK on an A4 sheet may not be readable in the final advert. Should you wish to submit your advert as a PDF file, **we will use it as a guide only**.

Other digital formats are not acceptable. If photos or graphics are embedded into the document they should also be sent separately as they may not be of sufficient quality - see guidelines above. There is a charge of £10 for each additional photo, graphic or artwork. If you wish us to use specific fonts, please indicate the exact name of the font and include the font file if it is unusual or not part of the standard Microsoft Windows set. Please note that we reserve the right to modify or re-layout any advert. The editor's decision will be final.

Please make sure that your Post Code and telephone number are clear and correct.

The advertising rates are:-

FULL PAGE including 1 photo: **£50** each - maximum 3 pages

Additional photos and/or artwork: **£10** each

Payment for all Handbook entries should accompany the material.

Cheques should be made payable to the ESSC. Payment can also be made by Credit Card or PayPal.

It will help us (and save you a covering letter) if you complete the attached form and send it with your material.

Proofs will be sent for all Portrait Gallery entries & Advertisements. Any changes required after that time may incur an additional charge. Please note, that we are unable to include CCs won after 31 December 2019 in the Portrait Gallery and wins & awards after 22 February 2020 in the Advertisements.

Any enquiries regarding the above should be addressed to:

The Editor, Mr Stuart Gruszka, 8 Sword Gardens, Rushey Platt, Swindon, SN5 8ZE

Tel: 01285 810323 email: stuart@essc.org.uk

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HANDBOOK 2020

I enclose the following material and payment for my entries in the HANDBOOK

Members Portrait Gallery entries	@ £30.00 each	£.....
Non-members Portrait Gallery entries	@ £40.00 each	£.....
Advertisements, including one photograph per page		
Full page	@ £50.00 each (maximum 3)	£.....
Additional photos or artwork	@ £10.00 each	£.....
	TOTAL	£.....

Cheques to be made payable to ESSC

To request a PayPal invoice please tick here

and complete your email address:.....

To pay by Visa or Mastercard only, please complete your Credit Card number:

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Cardholder's Name: Cardholder's Signature:

Expiry Date Security Code:

(Last 3 digits on signature strip)

By advertising in the Handbook I/we give my/our express permission to include my/our name, address and other contact details in the Handbook.

I/We also agree that our personal information on this form may be held by the Club for the purposes of maintaining a list of members and for mailing or emailing Club information.

(Please complete in CAPITALS)

Name

Affix

Address

.....

.....

Post Code

Telephone Number

Signature: Date:

Early submission of advertisements would be much appreciated.

**FINAL DATE FOR SUBMISSION: 19 October 2019 (Portrait Gallery)
22 February 2020 (Adverts)**

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