

The English Shetland Sheepdog Club

The ESSC is pleased to announce its intention to produce a 2025 Handbook which will be published at the Club's Championship Show on 10 October 2025.

Please note that closing dates for the 2025 Handbook material are as follows:

PORTRAIT GALLERY (UK CC Winners ONLY) CLOSING DATE: Entries accepted up to 31 December 2024.

The Portrait Gallery is open to **all** dogs who have won a **Challenge Certificate or Agility Certificate** in the UK during the years **2020-2024**, owned by members & non-members. In each case a photograph, in show stance for show dogs or any suitable photograph for agility dogs, 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 | | |

For dogs with one or two CCs only, please include a list of RCCs (up to 5) won from 1 July 2023 to December 2024.

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.

We can accept Portrait Gallery entries up to 31 December 2024 which is the closing date.

ADVERTISEMENTS (ESSC MEMBERS ONLY) CLOSING DATE: Entries accepted up to 28 February 2025.

The style will follow that of the 2020 Handbook so please use that as a model when preparing your material. A good photograph makes a good start. Photographs that require editing (removal of leads, etc) may incur an additional charge.

Note that the page size is smaller than A5 and crowded copy which looks OK on an A4 page may not be readable in the final advert. Remember that the Handbook will be published in October 2025 so do not write copy which will be out of date by then.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 Stuart Gruszka who will be glad to help you.

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.

Should you wish to submit your advert in digital form, we prefer editable documents in Microsoft Word, but Rich Text Format is also acceptable. If photos or graphics are embedded into the document they should also be sent separately as they may not be of sufficient quality. They may be emailed or you may send these on a flash card, CD, DVD. 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.

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. We are also able to accept your advert as a PDF file; the page size is 138mm x 190mm. Other digital formats are not acceptable.

Should you wish to submit your advert on paper, please use only one side of the page. 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.

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 contact details are clear and correct.

We can accept Adverts up to 28 February 2025 which is the closing date.

The advertising rates are:-

FULL PAGE including 1 photo:	£50 each - maximum 3 pages
Additional photos and/or artwork:	£10 each

Any enquiries regarding the above should be addressed to:

Stuart Gruszka, 8 Sword Gardens, Swindon, SN5 8ZE

Tel: 01285 810323 Mobile: 07976 386576 email: stuart@essc.org.uk

Payment for all Handbook entries should accompany the material.

Cheques should be made payable to The English Shetland Sheepdog Club. Payment can also be made by Bank Transfer, Credit Card or PayPal.

It will help 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 2024 in the Portrait Gallery and wins & awards after 28 February 2025 in the Advertisements.

The English Shetland Sheepdog Club

HANDBOOK 2025

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 The English Shetland Sheepdog Club or you may make payment by Bank Transfer to A/c No: 00387511, Sort Code: 30-91-17, A/c Name: The English Shetland Sheepdog Club, quoting "Handbook"

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: **31 December 2024 (Portrait Gallery)**
 28 February 2025 (Adverts)

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