



The Heart of the Berner

THE OFFICIAL NEWSLETTER OF
THE HEART OF MICHIGAN BERNESE
MOUNTAIN DOG CLUB, INC.

Published Quarterly in
March ♥ June ♥ September ♥ December

Original articles, reprints (with permission) and
comments are welcome.* Address the Editor.

Deadlines for articles and advertisements:

February 23 ♥ May 24 ♥ August 18 ♥ November 18

Member advertisements may be placed at:

Front Cover b/w \$40, color \$60
Outside Back Cover b/w \$40, color \$50
Inside Front/Back Cover b/w \$20, color \$40
Centerspread b/w \$30, color \$60
Inside Full Page b/w \$15 per page
Inside Half page b/w \$10
Inside Quarter Page b/w \$5
Member Business Card Ad b/w \$5

Make Checks Payable to The HMBMDC, Inc. & Mail to the Editor

Send all submissions to:
heartberner@hmbmdc.org

Or mail USPS to:

"The Heart of the Berner"
c/o Denise Vickers, Editor
12101 Berrigan Avenue
Cedar Springs, MI 49319

"The Heart of the Berner" is published by The Heart of Michigan Bernese Mountain Dog Club. Articles are selected for their general interest, entertainment and educational values. Member memorials, member photos (w/out text) and member brags are printed at no charge. Only member advertisements are allowed with exception to BMD AKC and BMDCA regional and national clubs, and BMD international clubs. Regional, national and international club advertisements will be accepted at the discretion of the editor. Advertising rates double for regional, national and international clubs. Members may not advertise dogs or litters for sale. Advertising space in "The Heart of the Berner" is limited. The Editor reserves the right to refuse or edit any advertising submitted or to cancel any advertising accepted and refund the payments made.

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The Heart of Michigan Bernese Mountain Dog Club is a non-profit organization dedicated to representing breeders, exhibitors, owners and fanciers of Bernese Mountain Dogs, and to education regarding, and the advancement of, the purebred Bernese Mountain Dog.

Guidelines for Sending Graphics/Photos for Advertising

Submitting Camera Ready-Ads & Photographs

A camera-ready ad is one that we will use "as is". Use a 600 dpi laser printer or better. Dot matrix or ink jet printers do not give the quality we desire, but if you submit a "camera-ready ad" from one of these printers, and you find it acceptable, then we will use it "as is." Use premium quality laser or ink jet paper for printing. Print gray scale graphics with a 133 line per inch screen pattern. *Color printouts will not be accepted.* Black-and-white photos reproduce best; photo copies do not reproduce well. "Camera-ready ad" printouts will not be returned. You can not FAX the printout. Copy may be edited. Quality of photo reproduction is not guaranteed. Package your printouts and photographs in a sturdy envelope and mail to: Denise Vickers, 12101 Berrigan Avenue, Cedar Springs, MI, 49319. Do not paste or otherwise adhere photos to pages. Place your name and address on the back of each photo to ensure its safe return.

Sending Digital Images via Email or Disks USPS

Files in the formats listed below from Win95/Win98/WinXP, PCs or Macintosh computers are accepted. **Photographs MUST be sized to that which will be used in the ad** and in high resolution. Also include a copy of the font(s) in your ad (if any) and or subscribed graphics used in the document. They can be emailed to heartberner@hmbmdc.org, or saved to a media and sent via USPS to: Denise Vickers, 12101 Berrigan Avenue, Cedar Springs, MI, 49319.

1. .jpg, .gif, .bmp, .tiff. The resolution should be at least 300 dpi. You should choose to keep the quality high (300dpi or more) and the compression low (25% compression or less).
2. Adobe Portable Document Files (.pdf).
4. I can import other file types, but quality and results may vary.

Certifications

Any claims of health evaluation/certification must include the certifying registry and certification number. Certifications issued by the Canadian registries (OVC and WCVM) are acceptable. For registries requiring yearly certification (eyes, heart and thyroid), the date of examination *must* be included. Out-of-date certifications and references to OFA preliminary reports may not be included. The editor may require submission of copies of examination reports before publication, whenever reference is made to such.

Titles

Titles that may appear before the dog's name are AKC, FCI, and national (e.g., CKC, Mex) champion (Ch) titles. Any champion titles not awarded by these organizations may not be included as part of the dog's registry name but may be noted in the text of the ad.

AKC and CKC Obedience, tracking, and agility, as well as CGC (technically not a title but AKC issued), and BMDCA and CKC draft titles, and American Herding Breed Association (AHBA) titles appear (in that order) following the registry name. Best in show or specialty show, Therapy Dog International, temperament tested (BIS, BISS, TDI, TT), and any other similar letter abbreviations are not titles but designations of certain achievements and should not be attached to the dog's registry name. These achievements may be noted in the text or in a display line above or below the dog's registry name.