



# 2025 ISCA National Catalog Ads

While we have bragging rights all year long, there is no better time or place to brag than in the ISCA National Catalog!

**Advertising for 2025 - Ad Deadline is March 15, 2025 - FIRM**

All ads must be prepaid.

Make checks payable to ISCA

Please send form (and check) to:

Susan Sullivan

443-286-7713

susansullivan@mac.com

1728 TACOMA RD

EDGEWATER, MD 21037

**ADS MUST BE SENT ELECTRONICALLY TO THE EMAIL ABOVE**  
**PDF or JPG acceptable**

| 2025 Catalog Rates – CAMERA READY ONLY |                      |                      |
|--|----------------------|----------------------|
| Description                            | 1 <sup>st</sup> Page | 2 <sup>nd</sup> Page |
| Full Page B/W                          | \$50                 | \$45                 |
| Full Page Color                        | \$85                 | \$75                 |
| Front/Back Inside B/W                  | \$80                 |                      |
| Front/Back Inside Color                | \$120                |                      |
| Commercial B/W                         | \$75                 |                      |
| Commercial Color                       | \$125                |                      |
| Title Holders/Memorials                | \$5 per              |                      |
| Kennel Business Cards                  | \$5 per              |                      |

Camera Ready ads can be sent via email. ISCA does not offer set up for ads.

**Documentation Requirements:** In order to advertise in ISCA publications that a dog is PRA or OFA normal, the advertising must contain the DNA, ISGR or OFA numbers (whichever is applicable). Proof of certification must be submitted with each ad. Any ads received without proper certification with the ad will have that portion of the ad removed.

Name: \_\_\_\_\_

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

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