



# THE INDIAN KENNEL GAZETTE

The official organ and Publication of the Kennel Club of India

## Advertisement Order / Agreement Form

To

**The Administrative Officer**

The Kennel Club of India  
Old No.89, New No.28  
AA-Block, First Street  
Anna Nagar,  
Chennai-600 040.

**Chairman:**

Mr.S.Pathy

**Editor / Secretary & Treasurer**

Mr.C.V.Sudarsan

Dear Sir,

I / We would like to publish a colour / black & white Kennel/Commercial advertisement to appear in the month of..... **I/We have carefully read the rules given below for advertising in the Indian Kennel Gazette and shall strictly confirm and abide by the rules given hereunder.** Should any of the information provided in the advertisement be incorrect, insufficient or worded in such a way so as to mislead or misinterpret, the Editor may **alter / delete or refrain from publishing the advertisement without any prior notice.**

I am herewith enclosing a Demand draft for Rs..... in favour of the Indian Kennel Gazette, payable at Chennai.

Thanking you.

yours sincerely,

NAME AND ADDRESS: .....

Signature : .....

.....

Tel: ..... Mob: .....

Date: .....

Email: .....

### RULES FOR ADVERTISING IN THE IKG

1. All advertisements should be routed **only** through the **Kennel Club of India**.
2. Every advertisement shall be accompanied with the **advertisement charges** made payable to the Indian Kennel Gazette by means of **Demand Draft and advertisement contract form** failing which the advertisement will not be accepted. The advertisement contract form can also be down loaded from the KCI website "[www.thekennelclubofindia.org](http://www.thekennelclubofindia.org)"
3. Colour advertisements should be sent on or before the **5th of the preceding month** in which the advertisement is to appear and Black & White before the **10th of the preceding month**.
4. The minimum advertisement space available would be a Half page for black & white advertisement wherein pedigrees and photographs will not be published. Half page colour advertisements will not be accepted.
5. **Not more than two colour photographs** will be accepted per page and should there be more than two photographs, the advertiser shall pay **Rs.500/-** for every extra photograph. This money is to be sent along with the advertisement charges. In case of Black & White not more than two photographs will be permitted and **Rs.200/-** will be charged for every extra photograph.
6. **Hand written** advertisement material will not be accepted. The advertisement must be clearly typed without spelling or grammatical mistakes.
7. Where pedigrees or logo are to be printed the **art work copied in a CD** must be sent either in JPEG or Tiff format with a minimum resolution of 300 pixels / inch .
8. **No claims** such as top winning breed/dog in the country or champion of other countries or International champions or any International Awards of the dog or their ancesstory or progeny will be published unless notarised proof of the same is sent along with the advertisement. Winnings of the sire or of any dog in the pedigree should be necessarily accompanied by notarised proof failing which the advertisement will not be accepted.
9. Those advertising photographs shall only advertise photographs of dogs **belonging to them** only and shall not send photographs downloaded from any site or taken from any magazine or elsewhere. Should there be doubts to suspect the bonafides of the photograph, the KCI will demand for the negative and take necessary action against those found guilty of contravening the rules.
10. **The KCI Committee have decided that henceforth, claims** such as Champion of other countries or **International Champions** or **any International Awards** will be allowed to be published of the dog or its progeny only if **proper proof** or notarised proof

of the same is sent along with the advertisement. Similarly winnings of the Sire or the Dam or of any other dog in the pedigree should be necessarily accompanied by notarised proof failing which the **advertisement will not be accepted.**

Claims such as Top Winning breed in the country or details or winnings of ancestors at other countries will not be published unless accompanied by notarised proof.

Advertisers are further requested to note that all foreign / International winnings that are being advertised, the original certificates should be accompanied by an English translation duly attested by the club that has awarded the certificate or from an Embassy of the country or a duly qualified person and attested by a Notary.

11. The **advertisement tariff** are periodically published in the IKG and are subject to revision from time to time. Advertisers shall take note of the change and send the correct amount along with the Demand Draft. The tariff for Commercial advertisement is different from that of kennel advertisement and advertisers shall take note of this.
12. **Photographs** of dogs such as the Sire / Gr.Sire or any other dog in the progeny will not be published unless they are the property of the advertiser or prior permission has been obtained from the owner of the dog and submitted along with the advertisement.
13. Whenever a **CD** is sent, the same should be accompanied by a printout failing which the CD will not be accepted. Further when a CD is sent the advertiser should mention the software that has been used.
14. Whenever three or more generation pedigree or where a logo is to be printed, the matter must be necessarily sent **in a CD** failing which the advertisement will not be printed.
15. The advertiser shall refrain from **quoting the price** of the dogs in any advertisement. In spite of this, if the price is quoted, it will automatically be **deleted.**
16. Care should be taken to avoid grammatical and **spelling mistakes.** The KCI / Editor deserve the right to make any alterations and deletions in the advertisement if he is of the opinion that such alterations or deletion is warranted.
17. Advertisers shall refrain from quoting **names of judges and other personalities** in the advertisement unless and until they have the written consent of the persons whose names are quoted in the advertisement.
18. Considering that certain advertisements sent on CD's in JPEG form contain mistakes both grammatical and textual which we are unable to correct, those sending colour advertisements on CD's will have to send the photograph as a **JPEG image and the text in a separate word file.** Should the text be incorporated within the photograph, it should then be sent as a **PSD file (Photoshop image)** which will give us the option to make the necessary correction. **IKG Advertisers are requested to note that advertisement sent on CD's in any other form will not be accepted.**
19. Should the advertiser wish to give two advertisements and should they require the same to appear on facing pages, they shall **specifically state so** in their letter failing which the Editor will publish them in any suitable page available.
20. Cover pages / Centre spreads are normally under Annual contract to regular advertisers and hence would be given to others **only if they are available.**
21. The advertisements shall not contain any matter which is **defamatory or is of the nature of condemning** directly or indirectly a judge or any particular person or decry other breeders/ kennels or dogs owned by other persons.
22. All advertisement material published in the IKG **should be factual** and shall not be misleading in any way. The IKG does not take responsibility for any wrong information that may be published in the advertisement and should any error or mis-statement appear inadvertently in the advertisement, the owner **shall indemnify the KCI** should any aggrieved party based on such mis-statement decide to take legal action against the KCI.
23. All pedigrees of KCI registered dogs to be printed in the advertisement should be accompanied by a **xerox copy** and similarly pedigrees of imported dogs should be accompanied by certified copies of the pedigree. Similarly xerox copy of the Championship Certificate should be enclosed wherever dogs have been advertised as Indian / International Champions.
24. An advertiser shall make sure that the photograph of the dog that he/she is advertising actually is owned by him/her and that the photograph is not taken from any magazine, website or elsewhere. Severe action will be taken against those who copy photographs from magazines/websites or from any other source and advertise it as belonging to them.
25. **The KCI reserves the right to reject any advertisement without assigning any reason.**

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The Indian Kennel Gazette is the finest media for advertising any canine related matter. The Indian Kennel Gazette has subscribers at every nook and corner of India. Advertising in the Indian Kennel Gazette is most cost effective.

**(The revised advertisement tariff effective from January 2012)**

Colour	Kennel Advt	Comm.Advt	Black& White	Kennel Advt	Comm.Advt
Front Cover(only for Kennels)	Rs. 7,000.00	—	Inside Full Page	Rs.3,000.00	Rs.4,500.00
Back Cover	Rs.5,500.00	Rs.7,500.00	Inside Half Page	Rs.1,500.00	—
Inner Cover(Front & Back covers)	Rs.5,000.00	Rs.6,500.00			
Inside Full Page	Rs. 4,500.00	Rs. 6,000.00			
Centrespread	Rs.9,000.00	Rs.12,000.00			

