

TO THE POINT



American Pointer Club

April 2016 Part 1
Part 2 will be issued later in April



The revisions to APC Constitution and Bylaws passed by a large percentage. The revisions will take effect on January 1, 2017. Thank you to all who voted.

National Specialty and Judges Issue

DEADLINE FOR POINTER POINTS ADS IS MAY 1

SEND TO: pointerpointseditor@gmail.com

See rates below – Rates are not doubled for Judges Issue



2016 Raffle –

Thank you to Genevieve Monroe for donating an original painting of a puppy entitled “Tilt” to the raffle.

The winner was Carol Isherwood.

Pointer Points - Please read carefully below the changes that were approved by the Board for Pointer Points. If you have any questions, please contact Susie Kissik or Susan Savage.

The Club requires an APC member to volunteer to be the Editor beginning with the Performance/Companion issue to be published in the Fall. This issue will only happen if someone steps forward now to begin working on it. This is a club magazine that can only succeed if members are willing to volunteer and remain committed to the job they agree to complete.

Pointer Points will be published twice a year – until we have consistent and committed editing staff. **Both of these issues will be sent to the judges. Ad rates will no longer be doubled.**

First issue – National Specialty issue.

Deadlines – Articles including Specialty Articles – **April 20th**
Advertising deadline – **May 1**

May 29 the issue will be sent to the printer with a June 10 mailing.

If you are advertising a specialty win start working on your ad now and when the picture arrives it will be ready to submit to Theresa Lyons – pointerpointseditor@gmail.com Picture will be available 10 -14 days from end of specialty.

Second Issue – Companion and Performance Issue/ Stud Dog Section

Deadlines – Article Deadline - **October 15**
Advertising Deadline- **November 1**

Nov. 29 the issue will be sent to the printer with a December 13 mailing.

The Stud Dog section will be b/w photos 4 to a page for \$25.00 per dog. Three generation pedigree to accompany photo with name of dog and owner(s).

DEADLINES will be strictly adhered to.

For the National Specialty issue **Susie Kissik has agreed to be the editor on an interim basis only for this issue.** You still send all items, including ads/articles to email account monitored by Theresa Lyons – pointerpointseditor@gmail.com Karen Drumm – Regional Club Coordinator will be in touch with the regional clubs to get results from regional and APC supported events. If the regional clubs or APC supported events has candid pictures and writes an article about the event, it will appear in Pointer Points. If we receive **only** the results it will be in that month's newsletter.

Theresa Lyons serves the Club for strictly ad design and magazine layout. In other words, make the magazine "look pretty". Whoever is the editor will be responsible for getting articles and making sure any important APC information is included. As mentioned before Karen Drumm will make sure the regional and APC supported events are covered.

New Approved Standard Pointer Points Rates – Rates are no longer doubled for Judges Issues.

Pointer Points Rates as follows:

	Member Rates	Previous Member	Non Member Rates	Previous Non-Member	Commercial Rates	Previous Commercial
Front Cover - Color	\$400.00	\$400.00	N/A	N/A	N/A	N/A
Back Cover - Color	275.00	250.00	\$325.00	\$300.00	\$350.00	325.00
Inside Front Cover - Color	250.00	250.00	300.00	300.00	325.00	325.00
Inside Back Cover - Color	225.00	250.00	275.00	300.00	325.00	325.00
Center Spread (includes both pages) - Color Only	400.00	250/page	500.00	600.00	N/A	N/A
Single Page Color	175.00	200.00	225.00	250.00	300.00	300.00
Two page spread (not the center spread) - Full Color	300.00	Not avail	350.00	Not avail	N/A	N/A
Half Page Color	90.00	Not avail	100.00	Not avail	110.00	Not avail
¼ Page Color	50.00	Not avail	60.00	Not avail	70.00	Not avail
Full Page B/W	65.00	65.00	75.00	78.75	85.00	92.50
Half Page B/W	35.00	35.00	45.00	43.75	50.00	52.50
¼ page B/W/Stud Dog Issue	25.00	20.00	30.00	25.00	N/A	30.00
Brag Box	5.00	5.00	6.25	6.25	7.50	7.50
Business Card per issue	5.00	5.00	6.25	6.25	7.50	7.50
APC Website Listing per year	10.00	10.00	N/A	N/A	N/A	N/A

B&W ¼ page ads in back of magazine: Stud Dog (1 photo/3 generation pedigree) \$25. This will be in the Performance/Companion issue.

In memoriam half (1/2) page black and white advertisement for Individuals to be offered in any issue of Pointer Points free to membership. [20140709-44-PM](#)

In memoriam full page black and white advertisement for a dog to be offered in Pointer Points for \$40 to members. [20140709-45- PM](#)