

GPCA Annual Magazine Editor Guidelines

As stated in the GPCA Constitution/Bylaws, this committee shall always be subject to the final authority of the GPCA Board of Directors. The Board can appoint new members to the committee, appoint the chairman, and will approve members wishing to join this committee.

Goal: Produce a GPCA Annual magazine for each year to spotlight the members' dogs and serve as a historical document of the German Pinscher.

Purpose: To produce a GPCA magazine for each year that will pay for itself without monies from the GPCA treasury. The Magazine will be free to GPCA members.

1. The editor shall possess the necessary skills and publishing software required to produce a quality product. Previous experience with producing publications of this size is highly desired. The cost of the publishing software is the sole responsibility of the editor, the club will not reimburse for purchase of publishing software.
2. The editor will ensure that the magazine pays for itself including mailing and printing costs.
3. The contents of the magazine can be: Kennel Ads, New Dog, Titlist, Performance Winners, Award Winners, Specialty Winners, Stud Dog, Brood Bitch, litter announcements and/or other ads that the advertisers may desire. Brood bitch, stud dogs and litter ads require passing OFA/Penn Hip and CERF numbers.
4. The cover page and back page will be in color. The inside of the magazine will be black and white. The magazine will be 7 inches wide and 8.25 inches high. The magazine will be mailed free to all members. Each ad will have one picture (or collage) – one ad to a page. Articles will be included as the format and cost permits.
5. The editor will ensure that the final proof of each ad has been approved by the submitter of that ad. Additionally, the editor will engage the assistance of at least two other club members to review and proof all ads before submitting the finished product to the Board for final approval. Once the Board has approved the Annual, the editor shall submit to the Printing Service for production.
6. The front cover will be in color and have the name of the magazine and date and a picture of the member's dog. Under the dog's picture will be the dog's name and a one line title about the dog. The back cover will be in color and have the dog's name at the top of the page, a picture of the dog and a one line title about the dog under the picture. The inside cover will be reserved for text for the dogs on both the front and back covers, each cover winner entitled to half of the page.
7. The front cover will go to the highest bidder at auction. Once the bidding has ended for the front cover, a new auction for the back cover will begin with the back cover going to the highest bidder of that auction. A silent auction will be held to determine the front and back covers. A member not associated with the magazine will be the auctioneer. The opening date of the auction and the dates of the auction will be announced to the membership. These dates will be set by the editor and the auctioneer. Front cover bidding will start at \$100. Back cover bidding will begin at \$75. The auctioneer will post the high bids on the GPCA Yahoo Discussion List.
8. The annual shall contain a list of the year's Awards as presented at the previous National, list to be obtained from the Awards Committee. The annual shall contain a list of the club's Hall of Fame and Leading Producers. The annual shall also contain a list of the club's past and present AKC Sportsmanship award recipients, list to be obtained from the Awards Committee.
9. A one page advertisement for members will be \$35. Non-member advertisements will be \$50.
10. There will be a format for the magazine explained in the Online Newsletter, the Pinscher Press, and on the GPCA website that GPCA members can use to design their ads.
See <http://www.german-pinscher.com/samplemagads.pdf>.
Members can also access the web page from the GPCA website documents page. Pictures should be sent to the editor via TIF or JPG format. If pictures are mailed to the editor, return postage must be included with the submission.

By the authority of the GPCA Constitution/Bylaws, any committee member who does not follow these guidelines may be terminated by a majority vote of the full membership of the Board upon written notice to the appointee; and the Board may appoint a successor for the person whose service has been terminated.