



“ dedicated to preserving the German Shepherd Dog as a healthy, structurally-sound working dog with the appropriate temperament & drives to perform almost any task. ”

## ABOUT US:

The German Shepherd Schutzhund Club of Canada (GSSCC) is the Canadian organization dedicated to preserving the German Shepherd Dog as a healthy, structurally-sound working dog with the appropriate temperament and drives to perform almost any task.

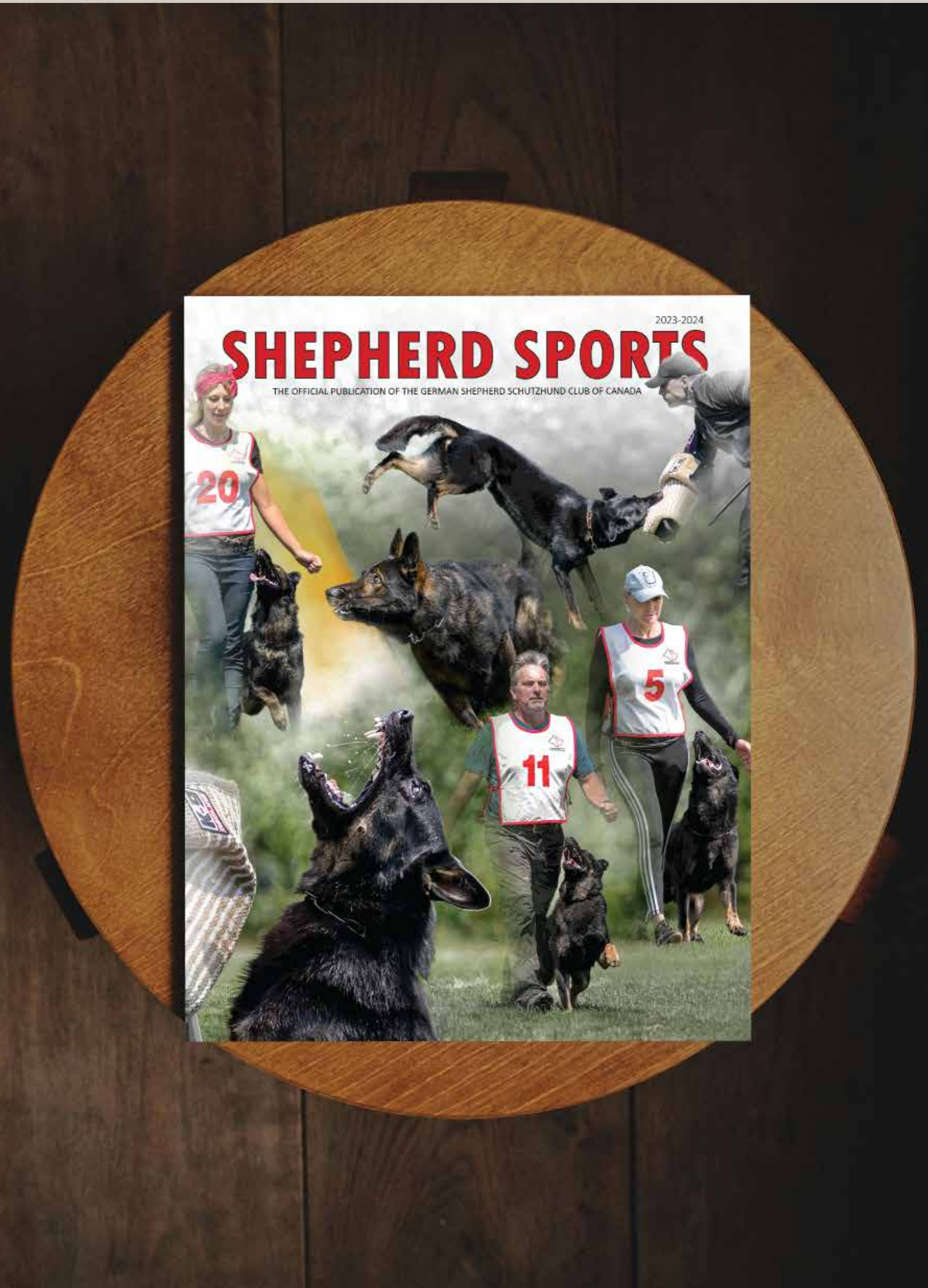
The GSSCC is a corporation of clubs (around 40 clubs) from every part of Canada. The goals are directed toward the promotion of the German Shepherd Dog. We believe that the German Shepherd Dog must demonstrate structural soundness while maintaining the breed's ability to work.

German Shepherd Dogs should have trainability, courage, the willingness to defend and protect. We believe that an effective way to select the kind of temperament and structure we value is to test the dogs in the sport of Schutzhund/IGP. Because we value good structure and temperament, in addition to encouraging sport competition, we urge our members to participate in shows and breed surveys to obtain a judgement regarding the dog's structure and movement.

## OUR PURPOSE:

- Improve the structure & temperament of the GSD.
- Uphold the standards of the German Shepherd Dog as approved by the World Union of German Shepherd Dog Clubs.
- Conduct conformation shows and Breed Surveys according to the WUSV standard.
- Provide guidelines in breeding for its members and all owners and breeders of German Shepherd Dogs, educate the public in regard to the importance of strong steady temperament as a prerequisite in breeding programs.
- Promote standardized Schutzhund training for German Shepherd Dogs.
- Promote Schutzhund training among the youth.
- Conduct Schutzhund trials according to VDH (German Dog Clubs) rules.
- Promote responsible, sportsmanlike behavior by our membership.
- Upgrade the knowledge and expertise of its members in the areas of structure, temperament, and training.
- Provide advice, assistance, and encouragement to groups and individuals interested in becoming German Shepherd Schutzhund Club of Canada members.
- Conduct an annual Canadian German Shepherd Dog IGP3 Championship and Sieger Show.
- Develop and maintain a Canadian Judges Training Program in performance and conformation.





# Shepherd Sports Magazine

Shepherd Sports is the official voice of the German Shepherd Schutzhund Club of Canada. This annual magazine aims to showcase the power/excellence of Canadian working dogs at all levels of competition from across the country, be a source of information for canine health and fitness, highlight an individual or a group of people in various roles of the sport (helpers, handlers, judges, clubs, etc.) as well as keep the membership informed on various events for the sport at large.

Released annually: March 1<sup>st</sup>

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## OUR STATS:



**3.25 min+**  
average session  
reading time



**900+**  
dedicated & loyal  
subscribers



**1300+**  
online  
views

**892**

digital  
uniques

**43 min**

highest page reading  
duration

**4.5K**

social  
followers





# ADVERTISING RATES

Find below the price list for advertising with us:

Active GSSCC members receive 50% off listed prices. Email the Shepherd Sports Editor for the discount code so it can be applied at the time of form submission and payment.

Ad Rates	1 Year	2 Year
2 Page Spread (full bleed or floating)	\$795	\$750
Full Page (full bleed or floating)	\$395	\$350
1/2 Page (horizontal or vertical)	\$295	\$250
1/4 Page	\$195	\$150
Business Card	\$95	\$50

Premium Ad Rates	1 Year	2 Year
Outside Back Cover (C4)	\$1,495	\$1,450
Inside Front Cover (C2)	\$1,295	\$1,250
Inside Back Cover (C3)	\$995	\$950
Note: Please inquiry with Shepherd Sports Media Team regarding availability of premium ad space. All ad placements within the magazine are at the discretion of the Editor. Advertisers must follow the artwork specifications to ensure quality ad print. If specifications are not followed, Shepherd Sports cannot be responsible for print quality.		

# AD CREATION

We would be more than happy to connect you with various digital artists to help you create an ad and get your business the exposure it deserves.

Please email the Media Team at [shepherd.sports.media@gmail.com](mailto:shepherd.sports.media@gmail.com) to get more information on how to create an advertisement for our next edition.



## ARTWORK SPECIFICATIONS

- Supply ads at actual size. Press quality Acrobat PDF is essential
- Ensure fonts are embedded and images are CMYK and have sufficient resolution (minimum 300 ppi at 100%)
- Colour other than CMYK will be converted automatically, in which case colour fidelity cannot be guaranteed
- We ONLY accept digital ads submitted as PDF (preferred), AI or EPS files
- Ads with bleeds MUST extend .125 inches past the trim with a .25 inch safety on the inside (inside seam/gutter).
- Be sure to flatten all artwork, embed all images, and convert text to outlines (preferred) or embed fonts to file
- All graphics/images MUST be a minimum resolution of 300 dpi at 100% size and converted to CMYK. No RGB or spot colors (Pantone) are permitted
- Files too large to email can be sent via large-file transfer services such as WeTransfer, FTP site, Dropbox, Google Drive or by email at shepherd.sports.media@gmail.com

### ERRORS TO AVOID:

Please check your ad for these errors:

- Incorrect dimensions
- Text outside the safety zone (gutter)
- Low resolution images
- Images not converted to CMYK
- Spot colour/PMS used in colour space
- Position marks or colour bars in live area

### FILE TYPES ACCEPTED:

The following are the types of files accepted:

- PDF
- EPS
- PSD



**2 PAGE FLOATING SPREAD**  
no bleed  
16.375" x 12.375"



**2 PAGE SPREAD**  
with bleed  
17.25" x 11.25"

Critical graphic elements and important text should be kept out of the gutter for 2 page spreads.



**FLOATING FULL PAGE**  
no bleed  
7.875" x 10.375"



**FULL PAGE SPREAD**  
with bleed  
8.625" x 11.25"



**1/2 PAGE**  
horizontal  
7.5" x 4.9375"



**1/2 PAGE**  
vertical  
3.6875" x 10"



**1/4 PAGE**  
--  
3.6875" x 4.9375"



**BUSINESS CARD**  
--  
3.5" x 2"