



ChatsCanadaCats

Administrative Guideline – 2019-02

Committee referred to: None  
Clubs targeted: None  
Target population: All CCC regular members

On November 27th, the Chats Canada Cats Board of Directors adopted the following directive regarding breeder advertising on the CCC website.

Advertising package no. 1:

- 1 - There may be 2 advertisements for package no. 1 (large one) per breed from the CCC website;
- 2 - Priority is given to the people with the most icons, therefore having followed the training of the CCC, as well as produced champions;
- 3 - A photo made by a professional photographer, on a neutral and solid background is MANDATORY;
- 4 - Advertising for a person who does not meet these criteria may be refused upon renewal of his advertisement. He will be offered another package.
- 5 - For ads with the same number of icons, the first-come-first order will be preferred.

Advertising package no. 2:

- 1- Advertising ads with a business card will come immediately after announcements of package no. 1 (large announcement) and before those of package no. 3 (without cards);

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- 2 - They will be placed by priority according to the number of icons they display. The ads with the most icons will be above the others.
- 3 - For ads with the same number of icons, the order of the first come will be privileged.

Advertising package no. 3:

- 1 - Advertising ads with a business card will come immediately after announcements of package no. 1 (large ads) and before those of package no. 3 (without cards);
- 2 - They will be displayed by priority according to the number of icons they display. The ads with the most icons will be above the others.
- 3 - For ads with the same number of icons, the order of the first come will be privileged.

If you have any questions about this directive or CCC's advertisements, please contact the registrar by email at: [infos@chatscanadacats.ca](mailto:infos@chatscanadacats.ca)