



**2020 Clumber Spaniel Club of America
National Specialty Show
Purina Farms • Gray Summit, MO
March 20-29, 2020**

IMPORTANT!
*DON'T MISS YOUR CHANCE TO GET
YOUR AD IN THE CSCA 2020
NATIONAL SPECIALTY AD BOOK!*

Please enter my advertising order as shown below:

Full Page
5.125" x 8.125"
 B&W: \$35 • Color: \$50
2-Page Color Spread (Facing Pages): \$85

Half Page
5.125" x 4"
 B&W: \$25 • Color: \$40

Name: _____ Amount Enclosed: _____
Address: _____
Phone(s): _____ Email: _____

PLEASE NOTE: ONLY ELECTRONIC/DIGITAL ADS WILL BE ACCEPTED FOR THIS PUBLICATION.
300 DPI jpeg or high resolution pdf ads are preferred. Please make sure that they are the size and orientation (portrait or Landscape) that you want.

My ad will be submitted as follows:

Via email or internet - from (email address): _____

[Send to: lisachiado@yahoo.com or cvinzant@charter.net • When submitting files larger than 12MB, we suggest using www.wetransfer.com - or other free, secure transfer service.]

Via flash drive

File name(s): _____

Please be sure to include a printout of the ad along with your flash drive [Printout does not need to be a color print if a color ad]

Checks (and flash drives if required) should be sent along with this completed form to:

Lisa Chiado
23 Mayberry Lane
Mechanicsburg, PA 17050
717-421-8590 (cell)
lisachiado@yahoo.com

Cathy Vinzant
4735 Shady Water Lane
Birmingham, AL 35243
205-968-3219
cvinzant@charter.net

**Please make checks payable to: "CSCA"
or "Clumber Spaniel Club of America"**

If you are making a payment through the Clumber Closet, please include a copy of your receipt in your Ad submission and in the comments section of your payment indicate "2020 National Ad"

☆☆☆ **AD DEADLINE: MARCH 6, 2020** ☆☆☆

Standards for Submitting Files for Printing

Successful printing of your ad is dependent on different computers properly interpreting the files you are submitting. With this as our goal, at any time, please don't hesitate to ask questions prior to submitting files. These guidelines should help eliminate errors if they are followed.

If you need more information or have questions, please contact: kengraff@hooverprintcompany.com - He's very helpful and you will be doing him a favor by making sure guidelines are adhered to.

- We can accept files from either PC or Macintosh.
- You may email files less than 18MB in size. Otherwise, we recommend sending your file by going to this free website: www.wetransfer.com It's easy to use and very effective, secure, stable and you will not be added to a mailing list because you used its service.

• Send **ONLY** the file you want to print [a pdf file is preferred] and be sure it is the size of the ad you are purchasing. If there is going to be an enlargement or reduction, please make sure the ad is proportional.

The Program size is 5.5" wide x 8.5" tall. Therefore, if you submit an 8.5 x 5.5 ad which is not oriented correctly, the ad will read wrong (unless you intend it to do so). You can't make an ad designed to be landscape or "wide" be sized to fit a space that is portrait or "tall".



Portrait



Landscape

• The best file or art to submit for printing is a PDF with art and fonts embedded. If you cannot create a PDF, then a high* resolution tif, eps, png or jpg may be used.

-- *We need a minimum of 300 dpi. If an enlargement is required, then a higher dpi (600-1200) may be needed in order to keep your ad from terrible bitmapping.

• Try not to use image files saved or copied from a website where they are usually at 72 or 96 dpi. They may look "fine" on your computer screen but will likely "fall apart" when printed.

• There may be instances where we will need to open a native file (i.e. Publisher, Excel, etc.). If so, these files are not considered "camera ready" and here's why. You can almost count on the art alignment, paragraphs and word breaks shifting when opened on different computers. This will require manipulating the file and will incur additional charges. Additionally, fonts and graphics must be attached separately, even if you embed them. If these type files are submitted, then we would appreciate a fax of what you intend your ad to look like.

IF YOU ARE HIRING A PROFESSIONAL TO DO YOUR AD, PLEASE MAKE SURE THEY UNDERSTAND THE FOLLOWING:

Be sure we are able to contact the professional by providing the contact information.

- Supply all fonts and do not use control attributes provided in a program such as "bold, italic..." In these cases, use a "bold, italic..." version of the font.
- All of the standards above apply on all submissions
- EPS Graphics: convert all type to curves or outlines from Illustrator or Freehand.
- We would prefer CMYK art, however RGB & LAB are acceptable because of our output method.
- Document page should be set to print size. If bleed is involved, 1/8" is sufficient.

We can generally open these files from PC:

Pagemaker 7.0, CorelDraw 9, Microsoft Word '03, Publisher '03 & Open Office '11

We can generally open these files from Mac:

All Creative Suite 3 and 4; QuarkXpress 6.0 and 7