



**2021 Clumber Spaniel Club of America  
National Specialty Show  
Roberts Center • Wilmington, Ohio  
May 17 - 23, 2021**

**IMPORTANT!**  
*DON'T MISS YOUR CHANCE TO GET  
YOUR AD IN THE CSCA 2021  
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: \_\_\_\_\_

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**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.**

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**•••• NOTE: If you bought and paid for an ad for the 2020 Booklet, your ad will  
automatically run in this year's Booklet. No further action is necessary on your part. ••••**

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**My ad will be submitted as follows:**

**Via email or internet - from (email address):** \_\_\_\_\_

[Send to: kengraff@hooverprintcompany.com • cvinzant@charter.net • When submitting files larger than  
15MB, we suggest using www.wetransfer.com - or other free, secure transfer service.]

Payments should be made to Trish Gregory or via Clumber Closet by Pay Pal.

**Patricia (Trish) Gregory**  
2308 Summerbreeze Court  
Rancho Cordova, CA 95670  
r-gregory@att.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 submis-  
sion and in the comments section of your payment indicate  
"2021 National Ad"*

☆☆☆ **AD DEADLINE: APRIL 28, 2021** ☆☆☆

# 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](mailto: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](http://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