



2017 USCA Sieger Show Catalog Ad Specs



The USCA Sieger Show Catalog is an 8.5 x 11 size and is spiral bound.

COLOR AD SIZES:

Side-by-Side 2 page ad - 17" x 11" (17.25 x 11.25 with bleed)

Back Cover, Inside Front or Back Cover, and all Full Page Ads – 8.5" x 11" (8.75 x 11.25 with bleed)

Half Page Ads – 8.5" x 5.25" (8.75 x 5.25 with bleed)

***Design Notes:**

COLOR ADS WILL BLEED.

All ads **MUST** have a bleed of 1/8" on all sides.

Ad copy should be *at least* 1/2" from trim edge.

Catalog will be spiral bound. We will not be responsible for ads that have copy and/or images that get cut-off due to the binding process.

BLACK & WHITE AD SIZES:

Full Page Ads - 7.75" x 10.25"

Half Page Ads - 7.75" x 4.75"

Quarter Page Ads - 3.5" x 4.75"

***Design Note: Black and White Ads do NOT bleed**

File Requirements:

Please share ALL these requirements and the design notes on this page with your ad designer to ensure you have the best ad possible.

Electronic Files in Adobe PDF format preferred – Hi-Resolution (Print Resolution) with all fonts embedded.

We will also accept Hi-Resolution .tiff, jpeg or .eps files. However, all graphics and images **must** be converted to grayscale or CMYK and must be saved at 300 dpi or higher.

All art files should be saved at 1200 dpi.

We will not be responsible for the purchase of fonts or photos missing from any ad or copy files.

MAC files accepted. Preferred software: Quark, Illustrator, Adobe InDesign, or Photoshop.

ALL ADS ARE DUE NO LATER THAN FRIDAY, March 31, 2017 - 4:00PM EST.

Submit completed ads to: trish@locherieshepherds.com