



2018 USCA National Show Catalog Advertising



Please complete the following form and return it via one of methods listed below. We cannot accept any ad without a signed ad contract. **Ad spaces are held on a first paid, first reserved basis.** Ads must be secured by March 16, 2018.

Date: _____

Advertiser Information

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

E-Mail: _____

Ad Size/Type:

Color: Side-by-Side 2 page Inside Front Cover Inside Back Cover Full Page 1/2 page Back Cover
(circle ad type) \$500.00 \$375.00 \$375.00 \$275.00 \$175.00 \$500.00

Black & White: Full Page \$150.00 1/2 Page \$125.00 1/4 Page \$95.00

Ad price: _____

Payment is due on or prior to Ad Deadline of March 16, 2018.

Credit Card Type: -- MasterCard -- Visa -- Discover -- American Express

Card Number: _____

Exp. Date: _____ CVV Code: _____

Billing Address of Card Above: _____

City: _____ State: _____ Zip: _____

I would like the card above charged for my ad(s) in the USCA Sieger Show Catalogue

Signature: _____

Return this form via e-mail to: trish@locherieshepherds.com

Or mail payment and form to: USCA, 4407 Meramec Bottom Road,
Suite J St. Louis, MO 63129

MAKE CHECKS PAYABLE TO: USCA or call USCA at 314-200-3193 to pay by credit card.



2018 USCA National Show Catalog Ad Specs



The USCA National 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 16, 2018 - 4:00PM EST.

Submit completed ads to: trish@locherieshepherds.com