



# 2021 USCA Sieger Show Catalog Ad Specifications

**The USCA Sieger Show catalog will be 8½" x 11" and is spiral bound.**

## **COLOR AD SIZES:**

- Side-by-Side 2 page – 17" x 11" (17.25 x 11.25 with bleed)
- Back Cover, Inside Front or Back Cover and all Full Page Ads – 8 ½" x 11" (8 ¾" x 11 ¼" with bleed)
- Half Page Ads – 8 ½" x 5 ¼" (8 ¾" x 5 ¼" with bleed)
- Quarter Page Ads – 4 ¼ x 5 ¼"
- Business Card

## **\*Design Notes:**

- COLOR ADS WILL BLEED.
- All ads MUST have a bleed of 1/8" on all sides.
- Ad copy should be ***at least*** ½" 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 ¾" x 10 ¼"
- Half Page Ads – 7 ¾" x 4 ¾"
- Quarter Page Ads – 4 ¼ x 5 ¼"
- Business Card

**\*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 .tif, 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 AUGUST 15, 2021

Submit completed ads to: [cmandela@aol.com](mailto:cmandela@aol.com)