

# CSCA



2024  
Ringing In The National

## Clumber Spaniel Club of America 2024 National Specialty

The Holiday Inn & Events Center  
6170 Morgantown Road • Morgantown, PA 19543

April 20-28, 2024

**IMPORTANT!**  
*DON'T MISS YOUR CHANCE TO GET  
YOUR AD IN THE CSCA 2024  
NATIONAL SPECIALTY AD BOOK!*

**Please enter my advertising order as shown below:**

**Full Page**  
5.125" x 8.25"  
 B&W: \$40 •  Color: \$55  
2-Page Color Spread (Facing Pages): \$90

**Half Page**  
5.125" x 4"  
 B&W: \$30 •  Color: \$45

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

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

[Send to: [kengraff@hooverprintcompany.com](mailto:kengraff@hooverprintcompany.com) • [cathy@hooverprintcompany.com](mailto:cathy@hooverprintcompany.com) • When submitting files larger than 15MB, we suggest using [www.wetransfer.com](http://www.wetransfer.com) - or other free, secure transfer service.]

***Please send payment information to:***

CSCA National Specialty 2024 Catalog Ad  
Trish Gregory  
2308 Summerbreeze Ct.  
Rancho Cordova, CA 95670  
(916)467-5152  
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 submission and in the comments section of your payment indicate "2024 National Ad"*

☆☆☆ **AD DEADLINE: MARCH 22, 2024** ☆☆☆

# 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 should be set to print size. If submitting a cover page and 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 when saved as .idml; QuarkXpress 6.0 and 7