



Scottish Terrier Club of Tampa Bay Specialty Show Catalog Advertisement Information

Reserve Your Ad in Show Catalog Now!

Submission Deadline is October 15, 2015.

Ad Sizes and Prices:

- Full page (4 1/2" x 7 3/16"): \$25.00
- Half page (4 1/2" x 3 9/16"): \$15.00
- Quarter page (4 1/2" x 1 3/4"): \$10.00

Format and Acceptable Media:

- Please print clearly or type all ad copy to avoid errors- especially in the names of dogs and/or owners.
- For best results, send only *original* photographs; black and white glossy photographs or electronic images generated directly from original photographs always reproduce best. Xerox copies or reproductions of pictures from show catalogs, telephone books, business cards, screen photos, faxed logos or artwork, etc. result in **poor quality** and are **not** guaranteed. Copy and logos on dark-colored backgrounds cannot be guaranteed separation.
- Do not send negatives, slides, or screened photos.
- Artwork must be no larger than 8 1/2" x 14".
- To avoid damaging them, do not bend, fold, or staple pictures/artwork to your ad copy.
- Unless otherwise indicated, all photos may be cropped to put emphasis on the dog.
- If sending an ad from a previous MB-F show catalog, indicate the name and date of the show.
- Photographs and original artwork may be picked up from STCTB on the day of the Specialty Show (or mailed back to you after the show). Using a felt tipped marker or pencil, please write your full name and mailing address on the back of your submitted photos/artwork.

File Submission Guidelines:

- Send either hard copy (printed or typed/word processed) files and photographs, or electronic files of the text and images on CD-ROM or CD-R type discs **only**. (Do not submit files on CD-RW discs.)
- Electronic files will **only** be accepted in the following formats:
 - Adobe® Illustrator® — filename.ai or filename.eps2 or .eps
 - Adobe® Photoshop® (for best results; sizes are after cropping)
 - color or grayscale TIFFs — filename.tif, 4 1/2" wide @ 200 dpi
 - black & white TIFFs — filename.tif, 4 1/2" wide @ 400 dpi
 - color or grayscale JPEGs — filename.jpg, 200 dpi @ minimum quality
 - black & white JPEGs — filename.jpg, 400dpi @ minimum quality
 - Portable Document Format (PDF) — filename.pdf (fonts used MUST match exactly to our own or be embedded)
 - Microsoft Word — filename.doc. If there is a picture in the Word file - you must send it separately in one of the above formats. Do not send images in a Word® document as the *only* image; please send the original photograph or include a disc with the photo on it in one of the formats listed above.
- We cannot accept any files or formats that are *not included in the list above*. This includes: QuarkXPress®, Microsoft Publisher®, Microsoft PowerPoint®, etc.

All advertising copy, media, and payment must reach the STCTB Advertising Chairperson by October 15, 2015.

Mail or email ad, photos/photo files, and check payable to STCTB to:

**Judy Makem
6833 NE 35 LN
Silver Springs, Florida 34488
(949) 702-0701
judymakem@gmail.com**

You may also pay online using PayPal on the STCTB website (www.stctb.biz)