

**Catalog Advertising Information from Garvin Show Services.**

Show catalogs are produced using digital printing technology. This means that catalog advertising must be converted to electronic files. There are two options for advertisers.

1. "Let us do the work." Submit advertising copy with rough copy layout and any photographs labeled with dog's name on back of photo(s) to your Club Advertising Chairperson. Your ad will be designed in an attractive manner and style. Your photos will be returned to you by the club advertising chairperson.
  2. Advertiser designs their ad and submits on CD to the Club Advertising Chairperson.
- **DESIGN YOUR AD TO FIT PROPER PAGE SIZE:** Ads designed for a standard letter size 8½" by 11" page ***WILL NOT REDUCE CORRECTLY*** to fit the standard dog show catalog page. A full page dog show catalog size is 4.5 inches wide by 7.5 inches high. Half page size is 4.5 inches wide by 3.75 inches high. Quarter page size is 4.5 inches wide by 1.88 inches high.
  - Be sure to include the following information in your cover instructions or email.
    - The type of format you are sending.
    - Indicate if the printed ad is to be in color or black and white.
    - **The names of the fonts you are using.** Depending on the format you submit, you may need to add (do not send fonts through the internet) the font file of special fonts to your CD.
  - Any logos or line art work must be converted to a photo format at 600 + dpi.
  - Do not include any linked graphics.
  - Preferred photo format is Tiff at 200 dpi. Other photo formats such as jpeg or gif will result in less quality photos. It is important to remember that the resolution available for output of a picture is based on placing the image at 100% of size. If you are enlarging the image within the publication, it would need to start at a higher resolution. For example if you place a photo at 150% of size, it would require 50% more resolution. Images taken from the Web will not print well due to their very low resolution.

**For best results submit text and photos as separate attachments**

**TEXT:** 1) Microsoft Word. 2) Microsoft Publisher. (With either, we may not be able to reproduce your exact fonts unless you include font files with your information)

**PHOTOS:** .tiff

**Other acceptable formats:** .jpeg; .pdf (*do not send in default quality but change to "pre-press" in the print quality.*)

Text and Photo combined - **Must be sized properly** - .tiff or high resolution .pdf

**TRANSMISSION:** Send electronic files on **CD with a printed version** of your ad to the Club Advertising Chairman.

**PAYMENT AND DEADLINES:** Payment for advertising is to be made directly to the Club (not Garvin Show Services) through their advertising chairperson. All advertising must be received by the catalog advertising chairperson.

