

Advertising Instructions

Ad orders must have club approval.

Actual Size of Ad	Width/Inches	Length/Inches
Full Page	4 ½	7 3/16
Half Page	4 ½	3 9/16

Prices are for Black & White Ads only

Instructions:

Submission by disk: Acceptable media is PC readable CD-ROM, CD-R. (CD-RW's are not accepted). When submitting a disk, please also include a printed copy of the ad along with the exact file name.

Submission by email: Acceptable ad formats are Adobe Illustrator, Adobe Photoshop, PDF or Microsoft Word.doc. (Mac users please read the MB-F Guidelines below for special instructions.)

Submission of Photos/Images: Please do not include the image as part of a word document or Ad. Send the original photo separately via email or disk. Please include your contact phone number (day/evening), email address and home address. Negatives, slides and/or transparencies are not accepted.

No tapes or staples, paperclips only.

Please ensure images are either jpg or tif files as follows (*zip and sit files are not acceptable):

- Color or grayscale TIFFs – filename .tif 4 ½" wide @ 200 dpi
- Black & White TIFFs – filename .tif 4 ½" wide @400 dpi
- Color or grayscale JPEGs – filename .jpg 200DPI @ minimum quality
- Black & White JPEGs – filename .jpg 400dpi @ minimum quality

Ads must meet all specifications. Please lay it out to the above dimensions. Scan or convert color to grayscale. If size has to be adjusted to fit, it may look different from what you sent, either too short or too narrow for this space.

Please proofread your work carefully.

Additional Recommendations

Type or **carefully** print in upper and lower case all ad copy to avoid errors. It is better not to use all caps. Script fonts are usually very difficult to read and are not recommended.

Original artwork reproduces best. Poor quality artwork won't make good copy in ad. Reproduction of pictures from show catalogs, telephone books, business cards, etc. results in poor quality and is not guaranteed.

Font selection should be easily readable. If MBF does not have the your chosen font they will choose the closest match. They will not accept outside fonts.

Copyrighted material requires written permission to use from the publisher or author. Advertiser is responsible for securing necessary permission and submitting it to Advertising Chairman.

Late ads may be refused.

Please be sure to include the following information when submitting your ad:

- Special Instructions
- Advertisers
- Name
- Address
- Phone
- Email
- Ad Size
- Payment

**Deadline for submission is
February 20, 2018 – early bird
March 5, 2018 – standard rate**

**Full Page w/1 photo \$50.00 early
Full Page w/1 photo \$65.00 standard
(photo optional)
(Individuals submitting a full page ad
will receive a free catalog)**

**Half Page no photo \$30.00 early
Half Page no photo \$50.00 standard**

**Submit Ads to
Brookhavenlabradors@verizon.net
or to
Sharlene Pitman
17647 Wild Cherry Ln
King George, VA 22485-4721**

**Ads may be submitted on disk,
flash drive or by email (email
preferred).**

Please call if you have any questions
540-775-5496.

Payment

**Paypal: If you wish to pay
via paypal, please contact
Sharlene via the email
address below and she will
send you a personal invoice.**

**Checks: make Checks
payable to The LRCP
and mail to**

Sharlene Pitman
17647 Wild Cherry Lane
King George, VA 22485
brookhavenlabradors@verizon.net

**Show Dates
April 9-13, 2018**

Guidelines for Submitting Catalog Advertising Material to MB-F, Inc.

I. A BRIEF WORD ABOUT OUR CATALOG PROCESS — We publish our catalogs electronically, using *Adobe® Illustrator® 10.0, Adobe® InDesign 4.0® CS4 & Adobe® Photoshop® CS4* for the PCs running Windows operating system. All advertising, Premium Lists; Judging Programs; and the final catalogs, along with the covers, are produced using the same programs. All print and graphics are then sent to an imagesetter, where plates are made. Those plates then go onto our presses. And, finally, the printed pages are folded, collated, bound, and trimmed into the finished catalog.

II. PRODUCTION PROCESS — Once advertising has been received for a particular catalog, the ads are then arranged into packs according to the specifications given to us on the accompanying control sheet per the advertising chairman's request. Then all copy is hand typed or put through an OCR program (OmniPage) that automatically converts information into a text file. That file is given a specific name for the club. When a pack is completed, it is then typeset and layed out in relation to the ad copy given. After setting, all photos and logos for the ads are scanned on a flatbed scanner and balanced for best results on our image setter. All ads are then proofread and checked for correctness.

PLEASE NOTE: — We are the printer of the material you are sending us. Because we use PC related hardware and software, any electronic files submitted from a Mac must be saved using the 3-letter extension associated with each program (see **COMPUTER—File Formats** below). Any converting of materials for our use will be the responsibility of the customer, not ours.

III. REQUIREMENTS FOR MATERIAL SENT IN FOR REPRODUCTION

- A. Original photographs (Ex. show photographs, other professional photographs, snapshots, etc.) **ALWAYS** reproduce the best. Reprinted photographs & inkjet photographs reproduce the poorest.
- B. All submitted material on disk **MUST BE** accompanied by a printed copy along with the exact file name of the file to be used. This assures that the information submitted is correct (layout, copy, and any artwork including photos) as to what is to be expected in catalog reproduction. **Note: Do not send images placed in a Word document as the only image to be used. Please send the original photograph or include a disk with the photo in one of the formats listed below.**
- C. If the fonts that you choose to set your ad in are not available to us, the fonts **WILL BE** changed to the closest match available. **DO NOT** send us your fonts; we cannot accept outside fonts.
- D. Please provide contact phone number (daytime & evening), e-mail address, and home address. This is in case the disk(s) do not reach us in operating order, are not usable, or are missing information.
- E. The measurements for ad size are 4½" x 7¾" for a full page, 4½" x 3¾" for a half page, and 4½" x 1¾" for a quarter page. Please do not exceed these measurements as reductions may affect final ad size.

IV. COMPUTER

A. Accepted Media

- 1. PC readable CD-ROM or CD-R (no CD-RWs, please)
- 2. E-mail with or without attached documents (see **IV. C. E-mail Guidelines**)

B. File Formats

- 1. Adobe® Illustrator® — *filename.ai* or *filename.eps*
- 2. Adobe® Photoshop® (for best results; sizes are after cropping)
 - a. color or grayscale TIFFs — *filename.tif*, 4½" wide @ 200 dpi
 - b. black & white TIFFs — *filename.tif*, 4½" wide @ 400 dpi
 - c. color or grayscale JPEGs — *filename.jpg*, 200 dpi @ minimum quality
 - d. black & white JPEGs — *filename.jpg*, 400 dpi @ minimum quality
- 3. Portable Document Format (PDF) — *filename.pdf* (fonts used **MUST** match exactly to our own or be embedded)
- 4. Microsoft Word — *filename.doc*
- 5. We will not accept any files or formats that are not included on the list above. This includes QuarkXPress™, Microsoft® Publisher, Microsoft® PowerPoint, etc.

C. E-mail Guidelines

1. It is acceptable to send us any of the previously mentioned files attached to an e-mail message to this address: **catalogads@infodog.com**. Please include your show name and/or number in the subject line.
2. Do not send files that are compressed using either .zip, .sit or other compression formats
4. **WE MUST** receive written conformation from the ad chairman to use any ads received by us through e-mail to print in the catalog.

V. CONCERNING MATERIALS FOR PUBLICATIONS — Many computer files may contain only text and the photographs may require placement. If your particular file does not have an enclosed image, this means we will need to scan in your photography or artwork. To insure good quality artwork please follow the requirements listed below:

- A. Measure artwork to make sure it is no larger than 8½" x 14".
- B. Send a clear copy of artwork or original photo. Quality of copier copies; fax copies; pencil drawings; and screened photos; including catalog page tearouts or any other pre-published material (contains dots and may blur), cannot be guaranteed.
- C. Quality of separations required from artwork that have an overlay (type over an image), other than line art, and anything that has a dark background in which an image has to be extracted (ex. black ink on red paper) cannot be guaranteed.
- D. **NO** negatives, slides, or transparencies will be accepted. We have no means of reproduction.
- E. Please make a note that there will be a charge for **EACH** photograph submitted whether it's an original photograph or a digital image.
- F. Disclaimer on full bleeds: sometimes the photo sent is not of adequate proportions for a full bleed; in this case we will do the best we can with the image received.
- G. Please attach all artwork that is to be scanned with a **PAPER CLIP** to the accompanying ad sheet. **DO NOT USE TAPE OR STAPLES** as they may cause tears or other permanent marks that may deface the original photographs.
- H. All photos are subject to cropping as necessary at our discretion unless otherwise noted.

V. OPTIONS FOR SUBMITTING INFORMATION

A. Standard Mail:

MB-F, Inc.
c/o Catalog Ads
P.O. Box 22107
Greensboro, NC 27420

B. UPS, FedEx, Airborne Express, or other express carriers:

MB-F, Inc.
c/o Catalog Ads
620 Industrial Ave.
Greensboro, NC 27406

C. E-mail:

catalogads@infodog.com

If there are any questions about how to send your ads, photos, and/or computer files that this list does not cover, please contact our Greensboro office. We will find an answer to your questions and get back to you as quickly as possible. Please call Catalog Advertising at 336.379.9352, ext. 207. Note to Ad Chairman: Feel free to make copies and distribute these guidelines with those that will be submitting advertising. These guidelines can also be found on our website at www.infodog.com under Help.