



# United Schutzhund Clubs of America *Schutzhund USA* File Requirements

## **Ad Sizes:**

All dimensions are listed as maximum image area.

|  |   |
|--|---|
| Inside Front, Inside Back, Back Cover - Color only | 8.125" w x 10.8125" h (plus full bleed)** |
| Full Page Interior B/W or Color                    | 8.125" w x 10.8125" h (plus full bleed)** |
| ½ page B/W or Color ad                             | 7" w x 4.75" h                            |
| 1/3 page B/W or Color ad                           | 2.25" w x 9.625" h                        |
| ¼ page B/W or Color ad                             | 3.25" w x 4.75" h                         |
| 1/6 page B/W or Color ad                           | 3.25" w x 3.125" h                        |
| Card size B/W or Color ad                          | 3.25" w x 1.5" h                          |

Ads smaller than a full page *do not bleed* and are subject to scaling.

## **File Requirements:**

**Ads:** Electronic Files in Adobe PDF format preferred – Hi-Resolution (Print Resolution) with all fonts embedded. We can also accept Hi-Resolution .tiff, jpeg or .eps files. All graphics and images should be converted to either grayscale or CMYK and must be saved at 300 dpi or higher. All art files should be saved at 1200 dpi.

**\*\*Bleed ad 1/8" on all sides overall size should be 8.375 x 11.0625. Ad copy should be at least 3/16" (.1875") from trim edge.**

We will not be responsible for the purchase of fonts or photos missing from any ad or copy files.

MAC files accepted. Preferred software: Illustrator, Adobe InDesign or Photoshop. Can also accept Quark files.

**Editorial/Copy:** Stories and Editorial Content should be submitted in a Word doc. file. If you are sending accompanying photos, please do NOT embed them in your doc file. Send them as separate attachments and label them with the story name and order use (i.e. My Story photo 1, My Story photo 2, etc). You may add captions and information about each photo in a separate Word doc. or in the body of your e-mail. We strongly encourage you not to send stories as a PDF, as we cannot be responsible for outcome.

Premier Planning Partners is able to create ads for any advertiser unable to provide a finished ad. Costs vary depending upon ad size, type, details, and changes. Approximate creative charges are as follows\*:

|                       |                     |                  |
|-----------------------|---------------------|------------------|
| Back Cover Ad         | Color ad - \$150.00 |                  |
| Interior Full Page Ad | Color ad - \$90.00  | B/W ad - \$75.00 |
| 1/2 page Ad           | Color ad - \$70.00  | B/W ad - \$60.00 |
| 1/3 page Ad           | Color ad - \$60.00  | B/W ad - \$50.00 |
| 1/4 page Ad           | Color ad - \$50.00  | B/W ad - \$40.00 |
| 1/6 page Ad           | Color ad - \$40.00  | B/W ad - \$30.00 |
| Card Size Ad          | Color ad - \$30.00  | B/W ad - \$20.00 |

If you have an electronic ad (larger than 10 MB) please contact us for assistance in uploading your file. Ads may be sent to: [SchutzhundUSA@3p-inc.com](mailto:SchutzhundUSA@3p-inc.com)

Ads supplied on disk may be shipped to:

Premier Planning Partners, Inc. ~ 1608 – 41st Avenue ~ Somers, WI 53144-1222

## **Submission Deadlines:**

- January/February issue - November 20 - Worlds Issue
- March/April issue - January 20 - National Championship Issue
- May/June issue - March 20 - Youth Issue
- July/August issue - May 20 - WDC Issue
- September/October issue - July 20 - Sieger Show Issue
- November/December issue - September 20 - Universal Sieger Issue

Ads are due no later than deadline dates listed above. If a deadline falls over a weekend or on a holiday, ads are due on the preceding Friday. Payment is due a minimum of 10-days prior to ad deadline.

\*Charges listed are approximate and will vary depending on the complexity of the ad and if all files are furnished in the correct formats. Purchase of additional fonts, photos, etc will be charged to the client. Payment for ad production is due prior to ad deadline and is a separate charge from your ad payment to USCA. Rush fees will be added to ads requested with-in 5-days of a deadline.