The Bagpiper

Official Publication of the Scottish Terrier Club of America

Advertising Information & Specifications

File Formating

- All advertising materials to be supplied in TIFF format, minimum 300 dpi and cmyk color format. Other formats that will work: Photoshop, Illustrator, JPEG or EPS.

Trim

- Trim size is 8.25" x 10.75".

- Please add 1/8" to the trim size on all sides for full bleed. Full bleed file size is 8.375" x 10.875"

- Keep all type and images at least 1/2" away from all sides.

Covers

- Cover pages are full color and full bleed.

- Contact the advertising manager for cover details.

Half-page Ads

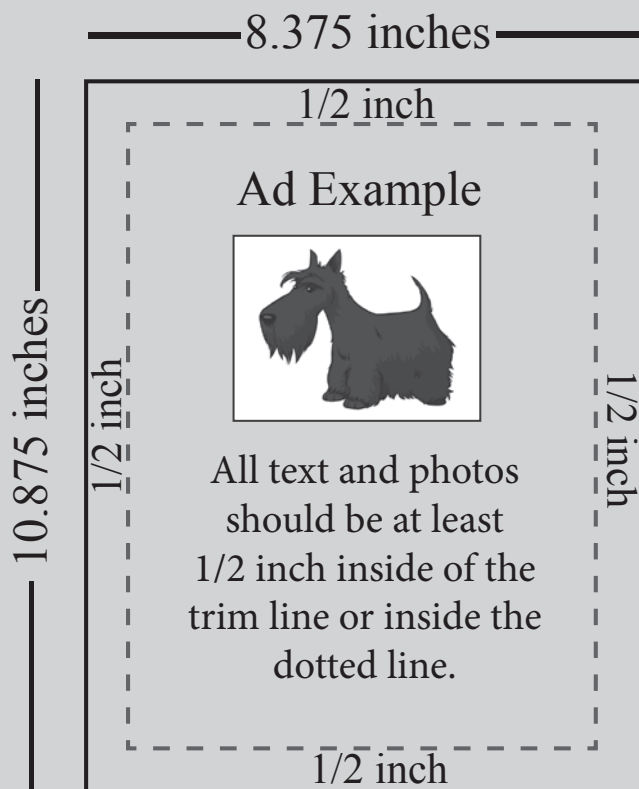- Half page adverstising is only available in black and white.

Submitting Materials

- Email advertising materials.

- Please visit the STCA website www.stca.biz for additional details regarding ad submissions, deadlines and the contact information for the Advertising Manager.

Basic Ads prepared at no charge

- 1-2 photos (transmitted electronically or hard copy)
- Kennel logo (transmitted electronically)
- Your text and contact information (transmitted electronically)
- Available backgrounds (chosen by the designer)
- Please contact the Advertising Manager if you would like to take advantage of this process. More complex ads may be created by our designer for a fee. Please contact the Advertising Manager for details.

Ad Sizes for Full Bleed

8.375 inches

1/2 inch

10.875 inches

1/2 inch

Ad Example

All text and photos should be at least 1/2 inch inside of the trim line or inside the dotted line.

1/2 inch

Full Bleed

- If you would like to place an ad so that the color goes all the way to the border of the page with no white showing, this is called full bleed.
- Your ad will need to be slightly larger than normal to accommodate for the printer to trim the page.
- Please size your ad to the following dimensions: 8.375 inches x 10.875 inches.
- You should keep all of the text and wording at least one half inch inside of each side to make sure nothing gets cut off when the printer trims the page to size.