

Guidelines for Submitting Catalog Advertising Material

The Westminster Kennel Club

I. A brief word about our catalog process

We publish our catalogs electronically without the use of a traditional camera using *Adobe® Illustrator® 10.0*, *Adobe® PageMaker® 7.0*, & *Adobe® Photoshop® 7.0* 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, the ads are then arranged into packs according to the specifications given to us on the accompanying control sheet. Then all copy is hand typed or put through an OCR program (Omnipage) that automatically converts information into a text file. 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. Previously printed 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 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 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 measurement for ad size is 5" x 7 3/4" for a full page black & white only. Please do not exceed these measurements as reductions may affect final ad size. (Catalog printed on 50 lb coated paper with a matte finish.)

IV. Computer

A. Accepted Media

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

B. File Formats

1. Adobe® Illustrator® CS4 or higher — *filename.ai*
2. Adobe® Photoshop® (for best results; sizes are after cropping)
 - a. color or grayscale TIFFs — *filename.tif*, 5” wide @ 300 dpi
 - b. black & white TIFFs — *filename.tif*, 5” wide @ 400 dpi
 - c. color or grayscale JPEGs — *filename.jpg*, 5” wide @ 300 dpi @ maximum quality
 - d. black & white JPEGs — *filename.jpg*, 5” wide @ 400 dpi @ maximum quality
4. Portable Document Format (PDF) — *filename.pdf* (fonts used *MUST* match exactly to our own)
5. Microsoft Word — *filename.doc*
6. We will not accept any files or formats that are not included on the list above. This includes QuarkXPress™, Microsoft® Publisher, Microsoft® PowerPoint, EPSs, 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: florence@westminsterkennelclub.org. Please include your show name and/or number in the subject line. Hard copy of your ad must be attached to the contract and marked, along with your payment.
2. Currently, we have nothing in place to accept FTP transmissions.
3. Do not send files that are compressed using either .zip or .sit or other compression formats.

V. Concerning Materials for Publications

Please remember that we no longer have access to a camera. 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 or slicks to make sure it is no larger than 8 1/2” 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 ***an additional charge of \$20 for the second 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.

VI. Options for Submitting Information

A. Standard Mail, UPS, FedEx, Airborne Express, or other express carriers:

The Westminster Kennel Club,
149 Madison, Ave. Suite 402
New York, NY 10016

B. E-mail: florence@westminsterkennelclub.org

**ALL AD MATERIALS, CONTRACT AND CHECKS SHOULD BE MAILED
DIRECTLY TO THE WESTMINSTER KENNEL CLUB ONLY.**

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 office. We will find an answer to your questions and get back to you as quickly as possible. Please call Florence at 212-213-3165.

Breeder Ads Full Page Only \$150

Commercial Ads Full Page Only \$350