

Helpful Hint . . .

When Preparing Scan Ready Ads

Many of you are preparing your ad material **Scan Ready**, which is a great help to me. If you have a quality laser printer, your creative efforts save me the time it takes to design the ad and to input the copy. No color printer is necessary, because **our color is restricted to photographs only—except for the covers.**

When preparing **Scan Ready** ads, **DO NOT, DO NOT** use an 8-1/2" x 11" format—which does not reduce to our 4-1/2" x 7" of print space!

This is what we need. Keep your print and photos to one of the following:

Use a 4-1/2" x 7" format that we can reproduce at exactly 100%

OR use a 6" x 9-1/2" format that we can reproduce at 75%

OR use a 7" x 11" format that we can reproduce at 65% to fit our page! Note on the illustration below how those dimensions compare to the 8-1/2" x 11" sheet of paper.

Fitting of the photograph can still present a problem. Our printer will reduce or enlarge any portion of the photo I designate. I usually crop out all unnecessary background to make the dog as large as possible. Normally I crop to the judge, handler and dog—be sure to let me know if you want something else (i.e., the dog only).

Attempt to leave a space on your **Scan Ready** copy that is the same shape as the final cropped picture. Most show photos crop square, unless the judge is standing and that requires a vertical photo. We will calculate the reduction/enlargement necessary to fit the photo.

Keep your narrative copy to a minimum for most attractive ads. As somebody said, "The picture is worth a thousand words!"

