



USPSA MATCHBOOK ADVERTISING SUBMISSION GUIDE

SPONSORSHIP LEVELS

TITLE SPONSOR

2 Full page Ads in Matchbook (1st page and backcover)

MATCH SPONSOR

1 Full page Ad in Matchbook

DIVISION SPONSOR

1 Full page Ad in the matchbook for that match

STAGE SPONSOR

1/2 page Ad in each event's Matchbook

GOLD SPONSOR

1/3 page Ad in that specific events Matchbook

SILVER SPONSOR

1/4 page Ad in that event's Matchbook

BRONZE SPONSOR

Logo in matchbook

DONOR

Listed on Match Donor page of Matchbook

**THANK YOU
FOR YOUR
SPONSORSHIP**

MATCHBOOK AD SUBMISSION GUIDE



PREPARING ADS FOR MATCHBOOKS

PREPARING YOUR ADS

Digital ads are required. Professionally prepared ads are preferred. However, we can help prepare ads at a set-up fee of \$72 per hour with a one hour minimum charge.

(Please provide a one week minimum for ad set up prior to the deadline.)

FILE FORMAT:

We accept the following file formats: TIF, JPG, EPS, PSD, but a **PRESS READY PDF** is preferred.

RESOLUTION:

All file formats must have a minimum of 300 dpi (dot per inch) resolution. The images designed for the web are done at a low screen resolution of 72 dpi. Print images need to be created at 300 dpi or there will be a substantial drop in the image quality. (See graphic to the right.)

COLOR MODE:

All ads are to be submitted in color. Full color artwork and/or images must be provided in CMYK (cyan, magenta, yellow, black) color mode.

FONTS:

- Fonts must be embedded in PDF files.
- Fonts must be outlined or converted to paths or curves in EPS files.
- Some fonts have copyright restrictions and will not embed in PDF Files.

AD PLACEMENT:

USPSA does not guarantee that ads will be placed on a particular page or position within the match book (unless sold as so).

AD SIZES

Match books are 8.25 inches x 10.75 inches (vertical book).

Ads are available in the following sizes:



TITLE SPONSOR | 2 FULL PAGE ADS
8.25 inches wide by 10.75 inches tall
(must add bleed, see the diagram on "Full Page Ad")



MATCH SPONSOR | 1 FULL PAGE AD
8.25 inches wide by 10.75 inches tall
(must add bleed, see the diagram on "Full Page Ad")



DIVISION SPONSOR | 1 FULL PAGE AD
8.25 inches wide by 10.75 inches tall
(must add bleed, see the diagram on "Full Page Ad")



STAGE SPONSOR | HALF PAGE AD
7 inches wide by 4.625 inches tall



GOLD SPONSOR | THIRD PAGE AD
4.625 inches wide by 4.625 inches tall



SILVER SPONSOR | QUARTER PAGE AD
2.25 inches wide by 4.625 inches tall



BRONZE SPONSOR | LOGO
Logo in matchbook



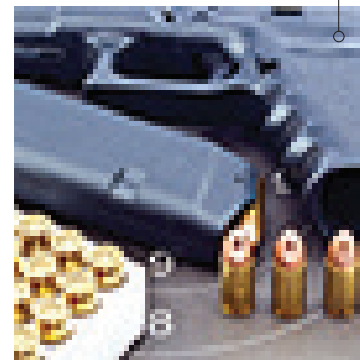
DONOR SPONSOR | NAME LISTED
Business name is listed in matchbook.

Why 300 dpi resolution?

Picture created and printed at a high resolution of 300 dpi.



Picture created at a low resolution of 72 dpi will cause the image to be jaggy and not crisp.



NOTE:

HYPERLINKED ADS

Matchbooks are released as digital versions for ease of updating and efficiency. If a hyperlinked address is specially requested to be linked to your ad, please provide at time of commitment. If no special link is provided, your standard displayed web address will be linked.

ADVERTISING SPECS



FULL PAGE AD

8.25 inches wide by 10.75 inches tall

Final Print Size – 8.25" x 10.75"

Final Size with Bleed – 8.5" x 11"

(Note the needed "Safe Zone" .125" needed inside the final print size.)

Cut (edge of page):

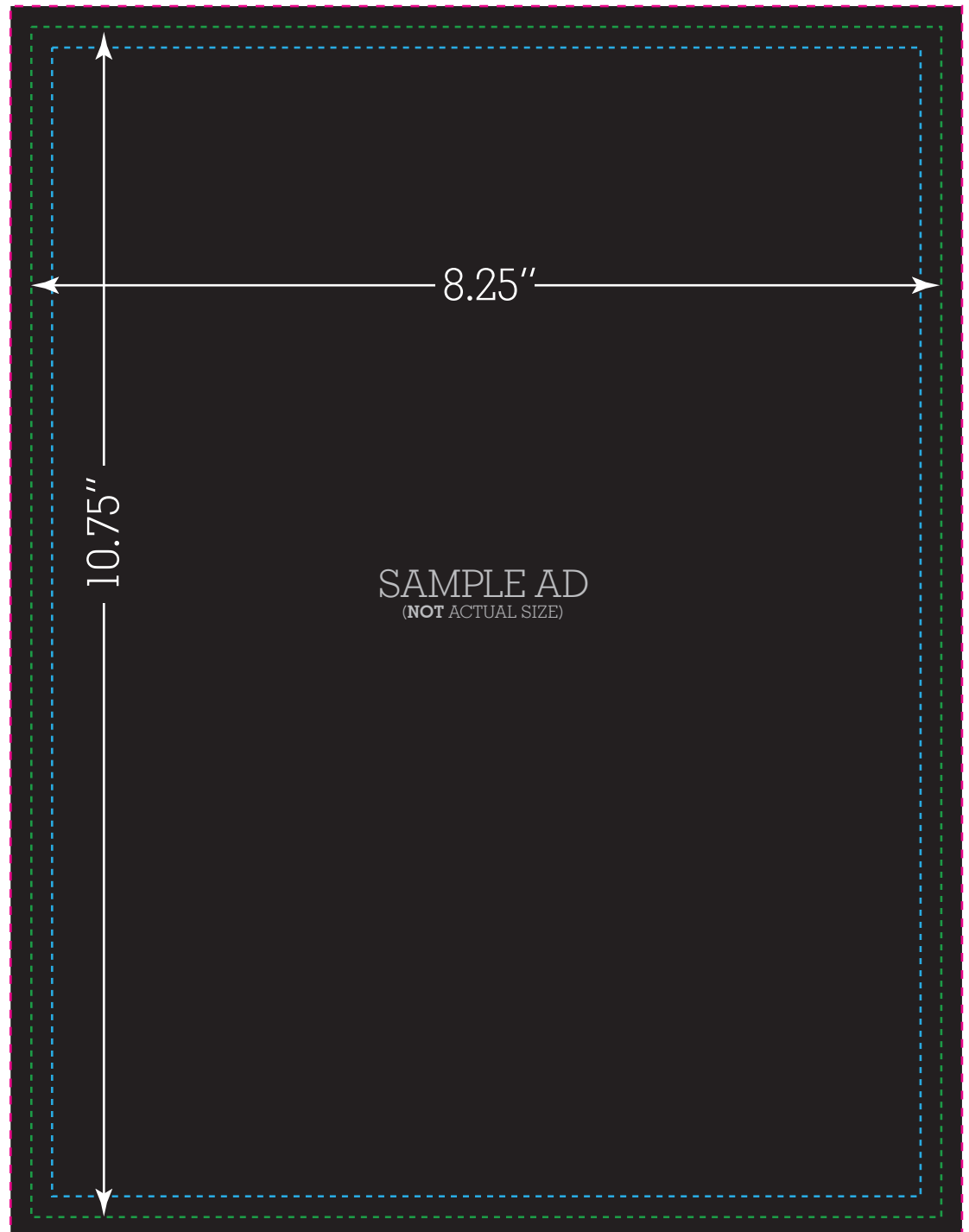
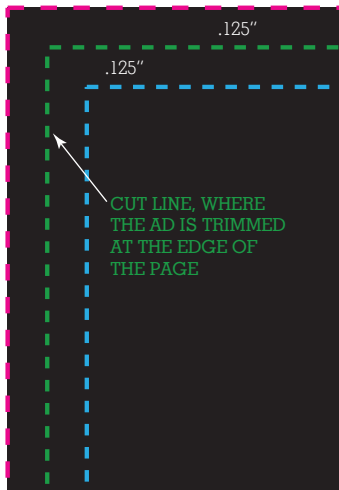
Allow 1/8" cutting tolerance around your file.

Safe Zone:

All critical elements (text, images, logos, etc.) must be kept inside the blue line.

Bleed Zone:

Make sure to extend the background images or colors to the edge of this box.

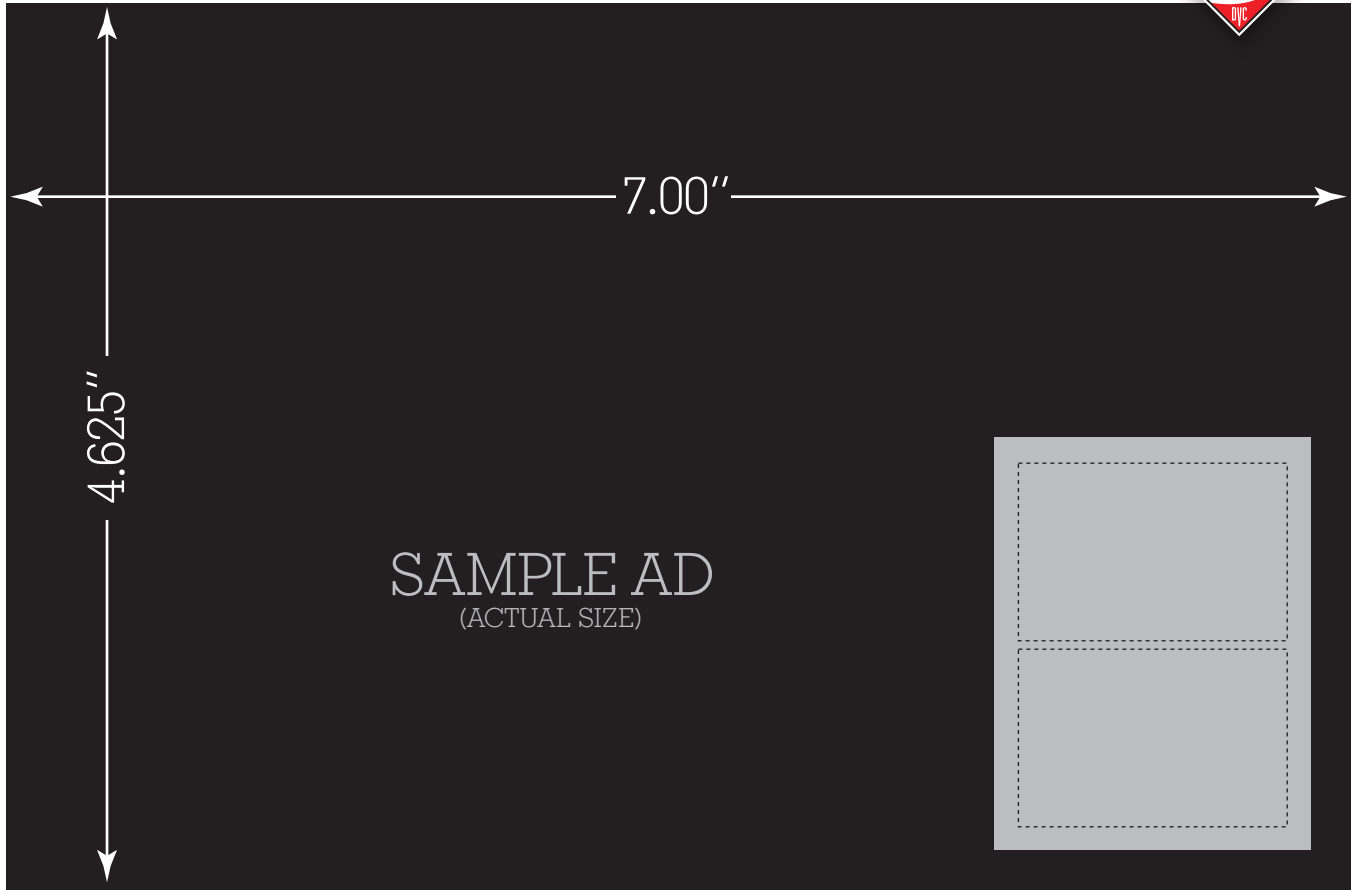


ADVERTISING SPECS



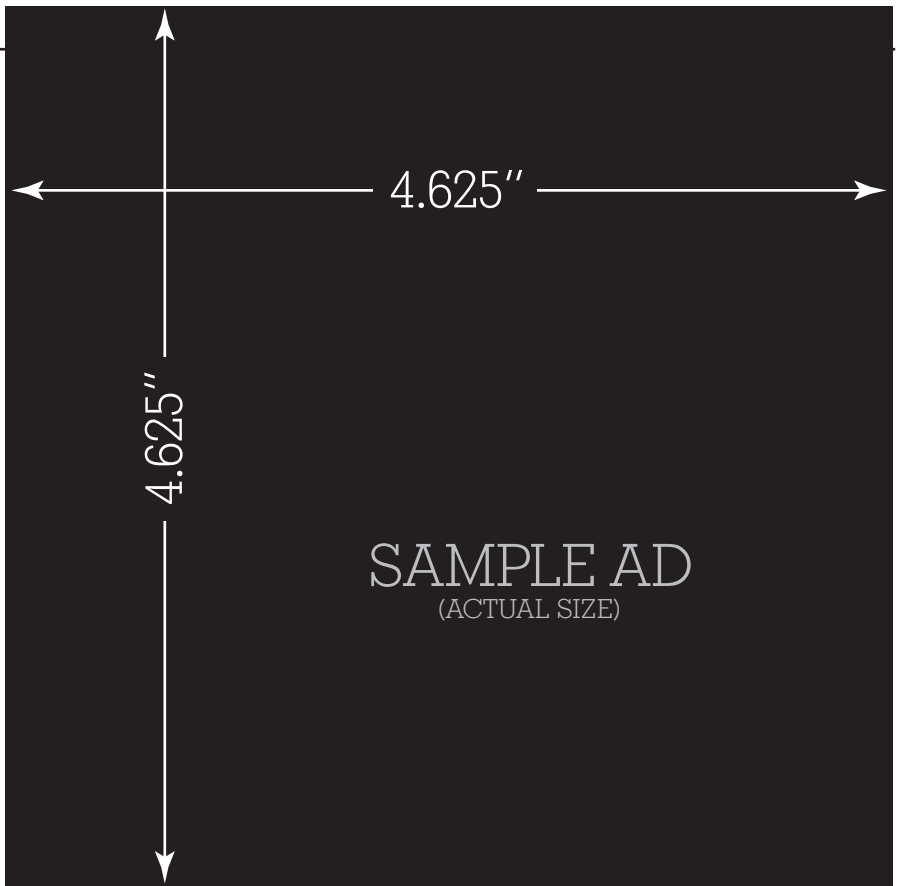
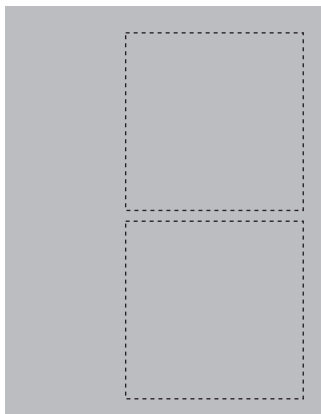
HALF PAGE AD

7.00 inches wide by 4.625 inches tall



1/3 PAGE AD

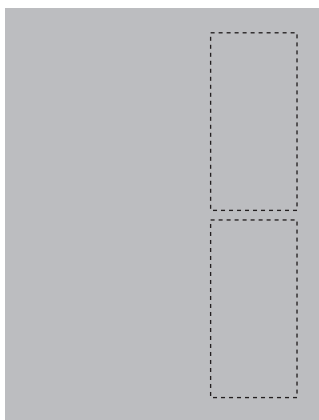
4.625 inches wide by 4.625 inches tall



ADVERTISING SPECS

1/2 COLUMN AD

2.25 inches wide by
4.625 inches tall



PROVIDED LOGOS

Logos will vary in display size when placed in the match book.

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