



Would you like to place an  
advert in the 2025 ISBC  
yearbook?

Here's what you  
need to know!



# Why?

- Your advert will be there for members to see for many years
- It showcases you as a breeder, exhibitor or a proud owner of your companion Irish Setter
- It can show your success in the show ring
- It celebrates how special your Irish Setter is
- It can advertise your stud dog or planned puppies
- It's great value and low cost

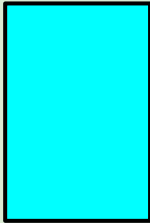
# What next?

- Think about what you want your advert to achieve?
- Do you want to show your Irish Setter in the show ring, at home, on holiday or just having fun?
- Find a good picture that does what you want
- Think about the words to go with your picture
- Keep it simple for greatest impact

IMPACT

# Get a great photograph - easier said than done!

- Use a professionally taken photo if you can (make sure you have permission to use the photo!)
- Think about how you want people to see your Irish Setter
- Think about how you can do this?
- There are many talented photographers in the breed who may help you for a small fee
- Think about taking a photo in a nice location and in good light
- Avoid distractions in the background
- Think about whether you want a portrait or landscape format (make sure you hold your camera or phone to correct way to achieve this)



Portrait



Landscape



# The techie bit!

- Photos need to be high resolution (300 dots per inch) to ensure they will look great when published
- What does this mean? Use a decent digital camera (at least a 5 megapixel camera) if you can. Only use a mobile phone if you really have to (although many phones have excellent cameras these days). Either of these options should create a hi res image
- The bigger the size of the photo the more reason to get a high quality photo. For example, if a photo is to be A5 (the full size of the yearbook page) then a low resolution image may be pixelated (blurred and lacking sharpness!)
- Also pictures need to be in focus and not blurred - a steady hand is required when taking photos!
- Ask us for help if required



# Add some text.....

- Keep it short.....let the photo do the talking!
- Make sure you include your affix and maybe your contact details
- Keep it simple!!
- Avoid text/important detail near the edge of the page, it may not survive the printing/binding process!
- Ensure you use embedded fonts (don't worry if this goes over your head, we'll check for you!)

# Fancy design.....or keep it simple?

- Look at previous yearbooks and see what you like and what adverts make an impact on you
- Get help from a professional designer if you can
- Alternatively you, or a friend, may have the skills to create your design using your computer and a suitable software package (eg Microsoft Publisher, Powerpoint, Word, Canva)
- Or just send in a suitable photograph and some appropriate words and tell us exactly how you want the advert to look and our designer will create it for you (however please note that if our designer has to spend additional time on this there may be an additional cost!)
- Often, simple is best! Great photos, a few words and bang, its done!

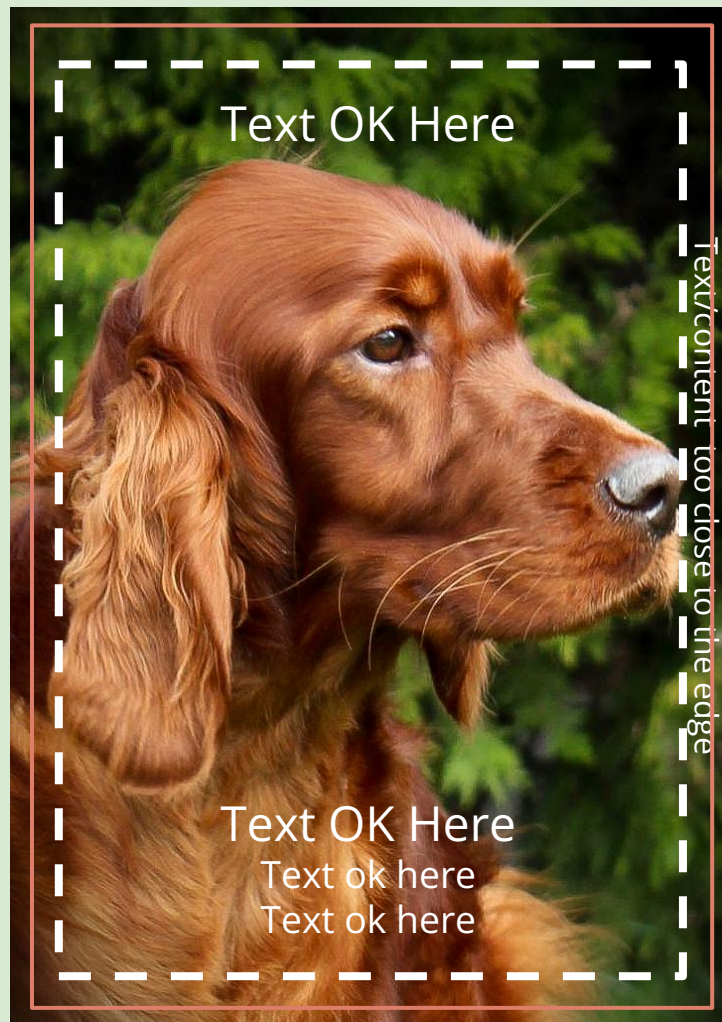
# More techie stuff!

- Make sure your design is correctly sized to ensure the picture and words do not get obscured by the page binding (or put simply, keep any text or key parts of the photo away from the edge of the page!)
- Send your design in a PDF (common format used by printers and publishers) or photos in jpeg format (most photos are in this format)
- Make sure when you email your design/photos that you keep them in their original size to avoid loss of definition
- If your unsure, don't worry just ask us for help



Important information if you are creating your own advert or someone is designing it for you!

- Document size 154mm x 216mm for a single page
- No important picture content/text 12mm from the edge to allow for trimming/binding. Ideally 14mm from the spine.
- Trimmed page size will be 148mm x 210mm (red border)



# What does it cost?

Single page colour advert £55 (€66).

Double page advert with two photos £95 (€115)

If you require more than two pages please contact us for a discounted cost.

Creation of advert design is free however any subsequent design work may attract an additional charge

# All done? What to do next.....

- Send your design/photos/text to [isbcyearbook@isbc.org.uk](mailto:isbcyearbook@isbc.org.uk) and complete and send the paperwork supplied via email or downloadable from the ISBC website. [isbc.org.uk](http://isbc.org.uk)
- Send the payment (cheque/bank transfer will do!) Details are on the form.
- The ISBC team will work with our designers to create a proof for you to have a look at and once you're happy, that's it!
- Any issues, we will work with you and the designers to sort them out.
- All adverts need to be in by **January 16th 2025** to hit the print deadline.

If your unsure or would like help, give Sue Randle a call on 01202 825883 or email:- [isbcyearbook@isbc.org.uk](mailto:isbcyearbook@isbc.org.uk). Or catch one of our committee members at a show and they will point you in the right direction.