SHOT SHOW

EVERYONE EVERYTHING ALL TOGETHER



JAN 19-22, 2027
LAS VEGAS

AN EVENT OF NSSF The Firearm Industry Trade Association

Official SHOT Show Buyers' Guide & Directory Specification Sheet
Ad Materials Due: November 20, 2026

Any ad received after the material due date will be placed at our discretion.
We will make every attempt to include the ad but can make no guarantee as to if it will or where it will appear.

AD SUBMISSION INSTRUCTIONS

Ad materials must be submitted online using the SHOT Show Ad portal. No outside submissions through other electronic means will be accepted.

You will receive an email invitation from **smanotifier@sendmyad.com** for the SHOT Show Ad Portal to create a new account for purposes of uploading your ad(s). Instructions for creating your account and ad submission are included on page 3. **We encourage you to view this YouTube tutorial for upload instructions in advance of submitting your ad(s): https://youtu.be/dNUzJ8NWIY8**

Or you can go directly to this link to create a profile:
https://csgcreative.sendmyad.com/

Once the ad is uploaded, the system will preflight your ad and alert you if it does not meet the correct specifications (i.e., low res, wrong file format/size, missing fonts/images) and will prompt you to revise or reupload.

NOTE: Advertisers are limited to ONE REVISION/REUPLOAD. Please review the ad specs on page 2 in advance to avoid potential problems.

Upload materials should be labeled with advertiser name, publication name and appropriate file extension
(i.e., XYZCo-Ad_SHOT Show_Buyers_Guide.pdf)

SPECS & ACCEPTABLE AD FORMAT

This SHOT Show publication is published in 4-color. Ad specs on page 2 must be followed. Bleeds and live areas are recommended for proper printing. We are not responsible for trimmed live matter if safety margin is not adhered to. Deliver ads in the following format at a minimum resolution of 300 dpi:

Acrobat PDF: Save files as **press-ready PDFs with crop marks and bleeds included** and fonts outlined and images embedded (PDF-X-1a 2003).

UNACCEPTED AD FORMATS

- InDesign, QuarkXpress, PageMaker
- Word, Publisher and PowerPoint
- EPS, JPG, GIF, PICT, PNG and BMP

COLOR

All files need to be CMYK or B&W, no RGB artwork will be accepted. **PMS and spot colors will be converted to 4-color process.** Please adjust B/W ads accordingly. *Please note that we cannot guarantee exact color matching.*

AD SUBMISSION QUESTIONS/PROBLEMS

If you have trouble uploading your ad, please contact Tim Lovelace at tlovelace@csgcreative.com for assistance.

AD PLACEMENT/INSERTION QUESTIONS

If you have questions regarding placing an ad or details pertaining to your ad placement, contact Michael Murphy at mmurphy@nssf.org.

EXHIBITOR LISTING LOGO SUBMISSION

Logos must be submitted through your Exhibitor Dashboard.
Go to your dashboard at **www.shotshow.org/exhibitor** and upload the logo in step 3 of the profile wizard.

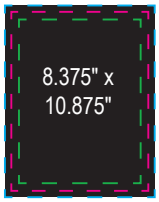
File must include name of the advertiser in the actual file name (ie, XYZCo-logo.jpg) and appropriate file extension (JPG, EPS).

• Minimum Size: 1.5" x 1.5"

• File Type: 300 dpi, CMYK, JPG or EPS vector art preferred

Logo questions? Please contact AValentine@convexx.com.

STANDARD PLACEMENTS



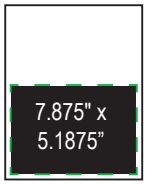
FULL PAGE

*(MUST INCLUDE **1/4"** BLEED)*

Bleed Size: 8.875" x 11.375"

Trim Size: 8.375" x 10.875"

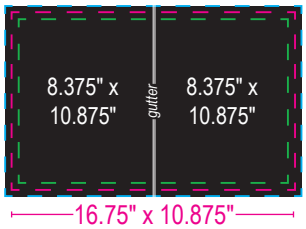
Live Area: 7.875" x 10.375"



HALF PAGE

(WILL NOT BLEED)

Live Area: 7.875" x 5.1875"



TWO-PAGE SPREAD

*(MUST INCLUDE **1/4"** BLEED)*

Bleed Size: 17.25" x 11.375"

Trim Size: 16.75" x 10.875"

Live Area: 16.25" x 10.375"

SPECIALTY PLACEMENTS

INSIDE FRONT COVER ROLL FOLD*

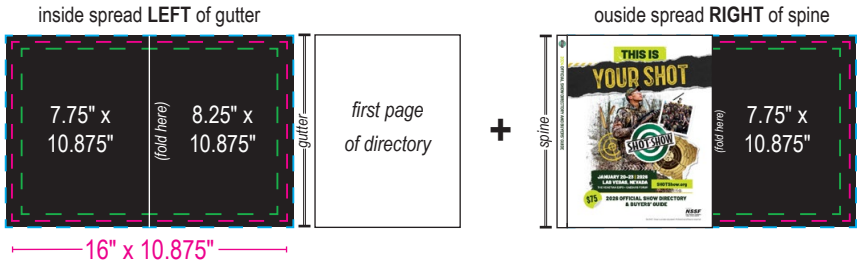
*(MUST INCLUDE **1/4"** BLEED)*

Bleed Size: 16.5" x 11.375"

Trim Size: 16" x 10.875"

Live Area: 15.5" x 10.375"

***Inside Front Cover Roll Fold ad is 3 total pages**



INSIDE BACK COVER ROLL FOLD*

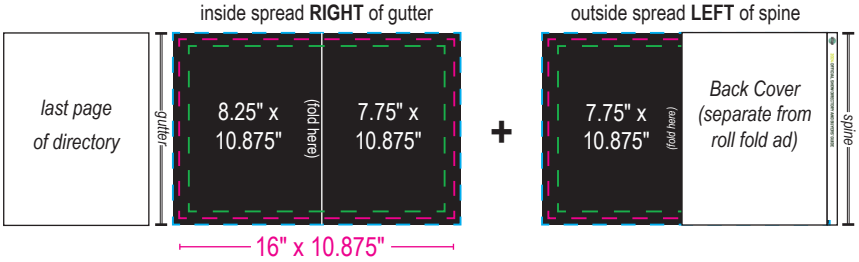
*(MUST INCLUDE **1/4"** BLEED)*

Bleed Size: 16.5" x 11.375"

Trim Size: 16" x 10.875"

Live Area: 15.5" x 10.375"

***Inside Back Cover Roll Fold ad is 3 total pages**



FLOORPLAN FOLDOUT SPREAD*

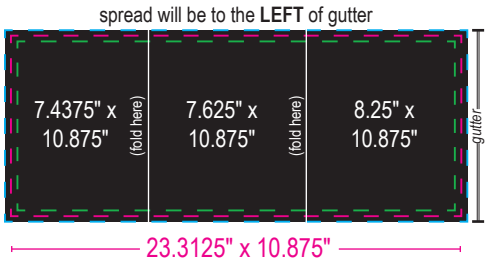
*(MUST INCLUDE **1/4"** BLEED)*

Bleed Size: 23.8125" x 11.375"

Trim Size: 23.3125" x 10.875"

Live Area: 23.0625" x 10.375"

**Floorplan foldout advertisment spread is on the backside of the foldout maps.*



SPINE*

(WILL NOT BLEED)

Live Area: 3.125" x 0.3125"

**Artwork for SPINE must be submitted as InDesign file. Send artwork directly to tlovelace@csgcreative.com.*



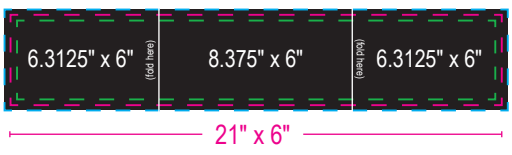
BELLYBAND

*(MUST INCLUDE **1/4"** BLEED)*

Bleed Size: 21.5" x 6.5"

Trim Size: 21" x 6"

Live Area: 20.5" x 5.5"



POST-IT NOTE ON COVER

*(MUST INCLUDE **1/4"** BLEED)*

Bleed Size: 4.5" x 4"

Trim Size: 4" x 3.5"

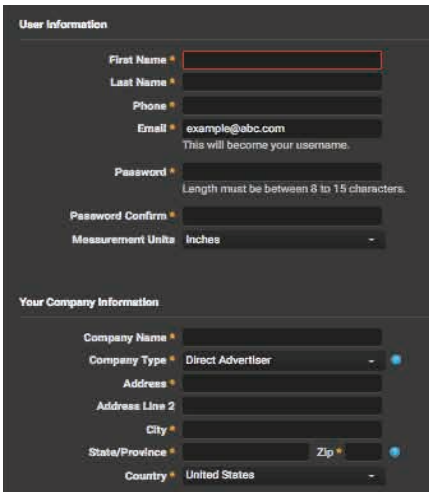
Live Area: 3.5" x 3"



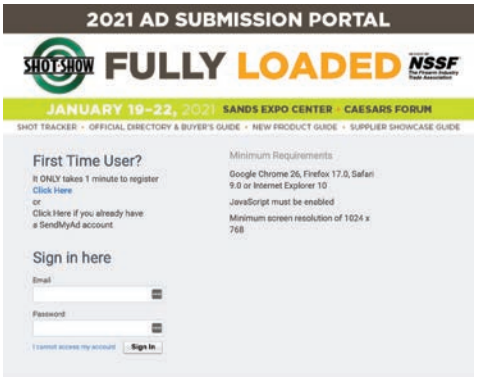
INSERT/BOOKMARK PLACEMENTS:

Advertiser will be contacted with specifications for these premium placements.

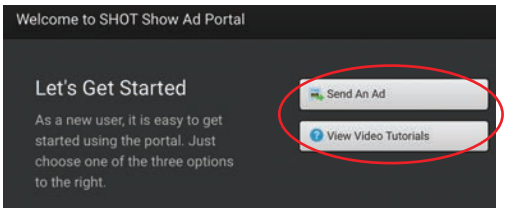
1 Upon receiving the email invitation to the SHOT Show Ad Portal, click on the link that takes you to this page in order for you to to set up your user information. You must fill in * fields and agree to terms of the site.



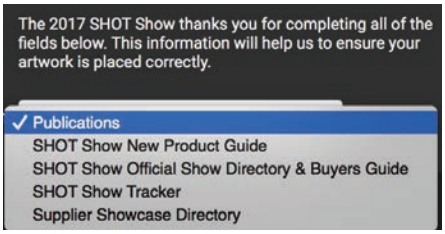
2 Once you've signed up as a user, you'll receive another email with a link allowing you to sign into the ad portal. **OR** you can go directly to this link to create a profile by selecting **Click Here** under First Time User: https://csgcreative.sendmyad.com/index.php?action=logout



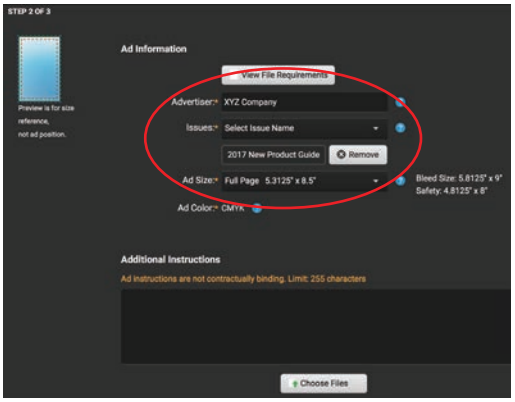
3 Once logged in, you can choose to send your ad or view a tutorial on how to upload your ad.



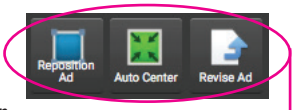
4 Once you click on **Send An Ad**, select the **Publication** you are submitting your ad for from the dropdown menu.



5 Fill out **Advertiser** field and select **Issue** and **Ad Size** from the drop-down menus (note bleed and safety sizes for ads to the right). Select **Choose Files** to browse for your ad and upload it. If you have a special placement in the publication (tab ad, back cover, etc.), it is helpful to include that in the **Additional Instructions** section.



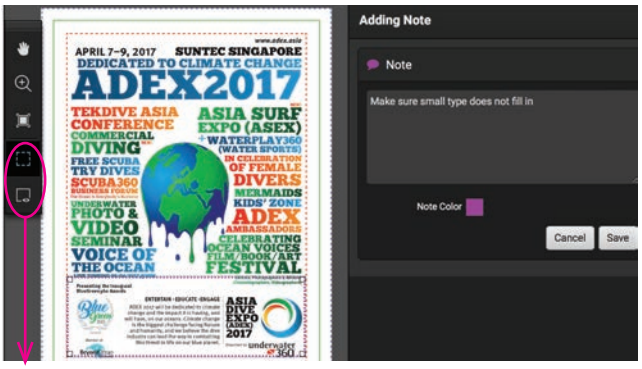
6 Once ad has is uploaded, the file is preflighted and any problems will appear on the righthand side (warnings circled in **red** below) that you should address. In this example, the ad is the wrong trim size and needs to be reuploaded to include bleed. This can be done by clicking on **Revise Ad**. **Note:** *Advertisers are limited to **ONE** ad revision.*



Ads oftentimes just need to be repositioned correctly. You can use the **Reposition Ad** and **Auto Center** tools to adjust the position of your ad on the page. When you use the **Reposition Ad** tool, select the hand icon to move your ad around the page for proper placement.



Note: *Warnings won't necessarily prevent you from submitting the ad, but it is advised that potential problems be fixed for proper printing.*



You can also use the bottom two tools on the lefthand side to make notations in your ad as in this example above.

7 If your ad had no preflight problems or once any ad issues have been addressed, you must **Approve** or **Reject** the ad. If you approve, no other action is needed. If you reject, you must provide a reason for the rejection from the list of options given and you can either revise or resumit the ad. **Note:** *Advertisers are limited to **ONE** ad revision.*



Additional tutorials can be found at this link: https://www.youtube.com/watch?v=BLT9gZtOWn8&list=PL76BDmV_tysSrKdLrSCAbca1F3fpSKPpV