



EVERYONE EVERYTHING ALL TOGETHER

JAN 19-22, 2027
LAS VEGAS



AN EVENT OF
NSSF
The Firearm Industry
Trade Association

Official SHOT Show Tracker Specification Sheet Ad Materials Due: **October 30, 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 2. **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/RE-UPLOAD, please review these ad specs 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_Tracker.pdf).

UNACCEPTED AD FORMATS

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

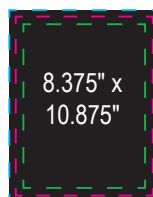
AD PLACEMENT/INSERTION QUESTIONS

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

SPECS & ACCEPTABLE AD FORMAT

This SHOT Show publication is published in 4-color. Ad specs below 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).



FULL PAGE

(MUST INCLUDE 1/4\"/>

Bleed Size: 8.875\"/>

Trim Size: 8.375\"/>

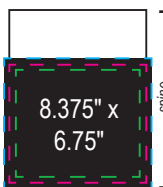
Live Area: 7.875\"/>



HALF PAGE

(WILL NOT BLEED)

Live Area: 7.875\"/>



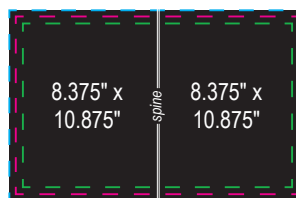
2/3 PAGE - BACK COVER ONLY

(MUST INCLUDE 1/4\"/>

Bleed Size: 8.875\"/>

Trim Size: 8.375\"/>

Live Area: 7.875\"/>



TWO-PAGE SPREAD

(MUST INCLUDE 1/4\"/>

Bleed Size: 17.25\"/>

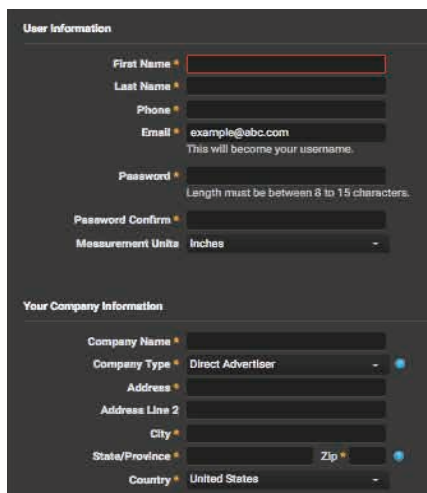
Trim Size: 16.75\"/>

Live Area: 16.25\"/>

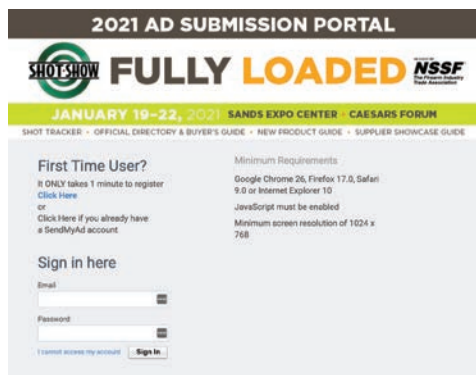
AD SUBMISSION QUESTIONS/PROBLEMS

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

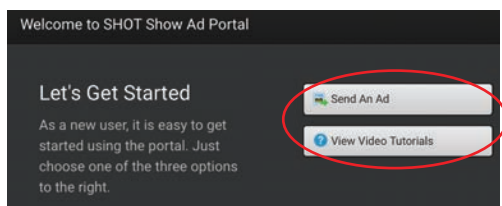
1 Upon receiving the email invitation to the SHOT Show Ad Portal, click on the link that takes you to this page in order for you to set up your user information. You must fill in * fields and agree to terms of the site.

A screenshot of the 'User Information' form in the SHOT Show Ad Portal. It includes fields for First Name, Last Name, Phone, Email (with a note 'This will become your username.'), Password (with a note 'Length must be between 8 to 15 characters.'), Password Confirm, and Measurement Units (set to Inches). Below this is the 'Your Company Information' section with fields for Company Name, Company Type (set to Direct Advertiser), Address, Address Line 2, City, State/Province, Zip, and Country (set to United States).

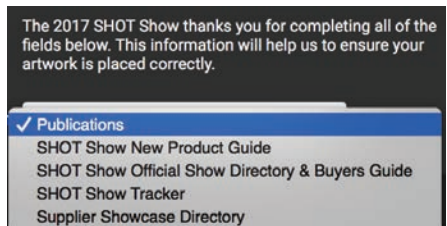
2 Once you've signed up as a user, you'll receive another email with a link allowing you to sign into the ad portal. **OR** you can go directly to this link to create a profile by selecting **Click Here** under First Time User:
<https://csgcreative.sendmyad.com/index.php?action=logout>

A screenshot of the '2021 AD SUBMISSION PORTAL' for the SHOT Show. It features the SHOT Show logo and 'FULLY LOADED' text. Below, it says 'JANUARY 19-22, 2021 SANDS EXPO CENTER CAESARS FORUM'. There are links for 'SHOT TRACKER', 'OFFICIAL DIRECTORY & BUYER'S GUIDE', 'NEW PRODUCT GUIDE', and 'SUPPLIER SHOWCASE GUIDE'. A 'First Time User?' section offers a 'Click Here' link to register (noting it takes 1 minute) or a 'Click Here' link for existing users. A 'Sign in here' section has fields for Email and Password. A 'Minimum Requirements' section lists: Google Chrome 26, Firefox 17.0, Safari 9.0 or Internet Explorer 10; JavaScript must be enabled; and Minimum screen resolution of 1024 x 768. A 'Sign In' button is at the bottom.

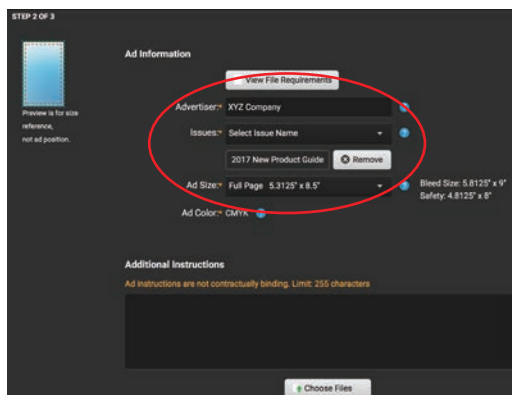
3 Once logged in, you can choose to send your ad or view a tutorial on how to upload your ad.

A screenshot of the 'Welcome to SHOT Show Ad Portal' page. It says 'Let's Get Started' and 'As a new user, it is easy to get started using the portal. Just choose one of the three options to the right.' There are two buttons: 'Send An Ad' and 'View Video Tutorials', both of which are circled in red.

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

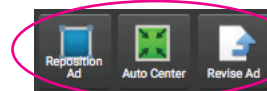
A screenshot of a confirmation message: 'The 2017 SHOT Show thanks you for completing all of the fields below. This information will help us to ensure your artwork is placed correctly.' Below this is a 'Publications' dropdown menu with the following options: 'SHOT Show New Product Guide', 'SHOT Show Official Show Directory & Buyers Guide', 'SHOT Show Tracker', and 'Supplier Showcase Directory'.

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.

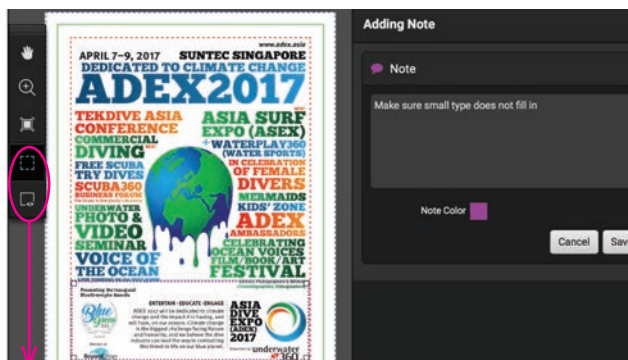
A screenshot of the 'STEP 2 OF 3 Ad Information' form. It includes a 'View File Requirements' link. The 'Advertiser' field is set to 'XYZ Company'. The 'Issues' dropdown is set to '2017 New Product Guide'. The 'Ad Size' dropdown is set to 'Full Page 5.3125" x 8.5"'. The 'Bleed Size' is 5.8125" x 9" and the 'Safety' is 4.8125" x 8". The 'Ad Color' is set to 'CMYK'. There is an 'Additional Instructions' section with a note: 'Ad instructions are not contractually binding. Limit: 255 characters'. A 'Choose Files' button is at the bottom.

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.

A screenshot of the 'Viewing XYZ COMPANY' ad page. The ad is for 'ADEX 2017' and features various event details. On the right side, there are several warning messages circled in red: 'This Ad Must Be Repositioned' (with a note about trim size), 'TRIM SIZE IS INCORRECT' (with a note about trim size mismatch), '1 PAGE ITEM ERROR' (with a note about a page associated with the whole), and 'BLEED BOX WARNING' (with a note about warnings associated with bleed). At the bottom right, there are buttons for 'Reposition Ad', 'Auto Center', and 'Revise Ad', with the 'Revise Ad' button circled in red.

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

A screenshot of the 'Adding Note' form. It has a 'Note' field with a placeholder 'Make sure small type does not fill in'. There is a 'Note Color' dropdown menu set to purple. 'Cancel' and 'Save' buttons are at the bottom.

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 resubmit the ad. **Note: Advertisers are limited to ONE ad revision.**

