



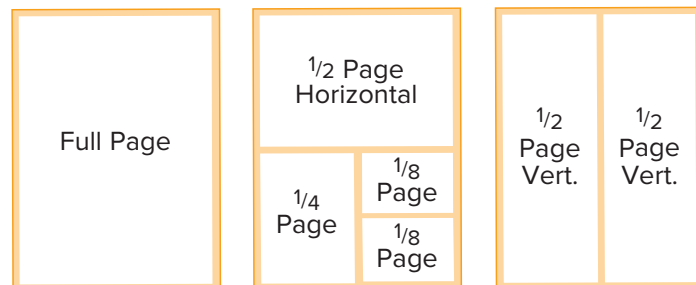
The Equine Affaire program will be distributed free to all adult attendees and will be the only detailed event program distributed at each Equine Affaire. It will offer an outstanding and affordable way to advertise your horse-related products or services or farm, training facility, or stallion to tens of thousands of avid horsepeople. This invaluable guide will contain all of the details attendees need to navigate around and fully enjoy Equine Affaire: detailed layouts of each building within the event; the complete schedule of clinics, seminars, and demonstrations; important safety and event service information; and biographical pieces on the presenters featured at each event.

## Printing Specifications

|                    |   |
|--------------------|---|
| <b>Printing:</b>   | Offset  |
| <b>Trim Size:</b>  | 8.125" x 10.75"   |
| <b>Bleed Size:</b> | 8.375" x 11" (Available for full-page, full-color ads only; no additional cost) |
| <b>Live Area:</b>  | 7.875" x 10.5"  |
| <b>Paper:</b>      | Body 50 lb. offset, cover 80 lb. gloss text                                     |
| <b>Binding:</b>    | Stitched  |
| <b>Screen:</b>     | 133 line halftones are preferred<br>120 line halftones are acceptable           |

Equine Affaire exhibitors receive a 10% discount on ad rates. Preferred placement is available for an additional fee.

| Ad Sizes                | Dimensions Width/Depth | Black & White Rate (Net) | Full Color Rate (Net) |
|-------------------------|------------------------|--------------------------|-----------------------|
| Full Page in Body       | 7.375" x 9.75"         | \$550.00                 | \$825.00              |
| Full Page Inside Covers | 7.375" x 9.75"         | n/a                      | \$1000.00             |
| Full Page Back Cover    | 7.375" x 9.75"         | n/a                      | \$1500.00             |
| Half Page Horizontal    | 7.375" x 4.75"         | \$365.00                 | \$550.00              |
| Half Page Vertical      | 3.5625" x 9.75"        | \$365.00                 | \$550.00              |
| Quarter Page            | 3.5625" x 4.75"        | \$210.00                 | \$315.00              |
| Eighth Page Horizontal  | 3.5625" x 2.3125"      | \$115.00                 | \$170.00              |



## Mechanical Requirements

**Design:** Equine Affaire's staff cannot design or produce ad copy. If ad design services are needed, we recommend contacting a printer or graphic designer in your area.

**Formats:** Ads may be submitted on disk (Mac Quark or PDF formats) or as camera-ready copy via email. PDF files are preferred. A proof must be provided with each ad submitted on disk. Camera-ready copy is artwork with all elements in place (including correct dimensions). Ad resolution and images within files should be 300 dpi or greater for best quality. Fonts must be embedded.

**Black and White Ads:** Submit ads in grayscale only. A border fee of \$15 will be charged for any black and white ad submitted without a 1-2 point border.

**Color Ads:** Full-page, full-color ads may be placed in selected locations within the program and must be submitted on disk as a PDF file along with a color proof. Submit ads in CMYK color only. Call for other acceptable formats.



For more information about advertising in an Equine Affaire program, contact:

**Karin Brennan** | kbrennan@equineaffaire.com

(740) 845-0085 ext. 112 | 2720 St. Route 56 SW, London, OH 43140



## Advertising Deadlines

### For Columbus, OH

Space Reservations:..... January 26, 2018

Copy Deadline: ..... February 2, 2018

### For W. Springfield, MA

Space Reservations:..... August 24, 2018

Copy Deadline: ..... August 31, 2018

A 10% discount is extended to all contracted Equine Affaire exhibitors and to any advertisers not exhibiting who place ads in two consecutive event programs.

## Ad Position and Payment Terms

The positioning of ads within the program cannot be guaranteed, but every effort will be made to accommodate requests for specific positions. Early placement of your insertion order will help ensure your ad position.

As a service to our valued advertisers, Equine Affaire's staff now keeps all ads on file. You may choose to rerun an ad in future event programs. NOTE: Additional fees will apply to any ad copy changes (e.g., booth number or date changes).

Equine Affaire, Inc. reserves the right to reject any advertising at any time. Each advertisement is accepted with the understanding that the advertiser and advertising agency are authorized to publish its contents and that they agree to indemnify Equine Affaire, Inc. against any loss or expense resulting from claims arising out of its publication.

Equine Affaire, Inc. also reserves the right to use ad copy placed in a previous Equine Affaire event program in the event that new copy is not submitted prior to the advertising copy deadline.

**Full payment must be received with ad copy or by copy deadline. Any payments not in by copy deadline will be subject to a \$25.00 late fee. Visa, Mastercard, and Discover will be accepted. A \$45.00 fee will be charged for any check returned for insufficient funds, closed account, or any other reason. Payment to cover the original check amount plus this returned check fee must be made by bank cashier's check or credit card.**

## Insertion Order:

Send completed Insertion Order to:

### Program Advertising | Equine Affaire, Inc.

2720 State Route 56 SW, London, OH 43140

or fax insertion order to: (740) 845-2879

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

I am contracted to exhibit at:  OH  MA

This entitles me to a 10% discount.

Insert in:  April (Columbus, OH)

November (W. Springfield, MA)

Ad Size:

1/8 B&W (\$115)  1/4 B&W (\$210)  1/2 B&W (\$365)

Full Page B&W (\$550)  Full Page, Full Color (\$825)

I would like to rerun the ad that Equine Affaire, Inc. has on file.

Positioning Instructions: \_\_\_\_\_

Payment information:

Check  Money Order  Visa/Mastercard/Discover

Card number: \_\_\_\_\_

CVV: \_\_\_\_\_ Exp. \_\_\_\_\_

Name As It Appears on Credit Card: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Billing Address Phone Number: \_\_\_\_\_

*A 2% credit/debit card use convenience fee will be assessed by Equine Affaire, Inc. and added on all amounts charged by the card holder on his/her debit card.*

*I authorize that my card be charged for the amount indicated above for payment of an ad in the Equine Affaire event program(s) for the event(s) indicated.*

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_