



Reach Your Customers! In an effort to connect exhibitors with potential customers and maximize exposure we are taking our event program to a whole new level with digital and print editions! Both versions of the event program will be produced in combination with the 2021 Equine Affaire in Massachusetts on November 11-14*, as we not only celebrate the Equine Affaire event but also provide attendees and exhibitors with a means to reach one another online. A complimentary copy of the print edition will be provided to Equine Affaire attendees, while the digital publication will be promoted to nearly 100,000 online viewers and will include interactive pages with embedded videos, pop out product photos, and links to advertiser web sites in addition to editorial content, advertisements, and event features.

Ad Sizes	Dimensions Width/Depth	Black Only Rate (Net)	Full Color Rate (Net)
Full Page in Body	7.125" x 9.625"	\$550.00	\$825.00
Full Page Inside Covers	7.125" x 9.625"	n/a	\$1,000.00
Full Page Back Cover	7.125" x 9.625"	n/a	\$1,500.00
Half Page Horizontal	7.125" x 4.75"	\$365.00	\$550.00
Half Page Vertical	3.5" x 9.625"	\$365.00	\$550.00
Quarter Page	3.5" x 4.75"	\$210.00	\$315.00
Eighth Page Horizontal	3.5" x 2.25"	\$115.00	\$170.00



Embed a video into your ad and, when clicked, it will pop out for viewing.

Digital Edition Add-on Options!

Video (\$150)

Captivate your viewers with enhanced content! Embed a video into your ad. Videos can be displayed as a screen shot or we can help embed a play button on your ad so the video does not take up space within your ad. Videos can help promote your products, services, or simply tell your story! Videos should be no longer than 5 minutes in length, submitted as a Youtube video link.

Pop Out Photos: (\$125)

Ads traditionally only provide as much space as on the page, but with pop out photos, you can highlight a variety of products or services with multiple photos. A maximum of six photos may be submitted as jpg files. Audio is not included. Photos must be at least 300 dpi.

Website link (\$20)

Connect viewers directly to your web site by linking your ad. Simply provide the full website address, beginning with "https://" of the web page to which your ad should be linked.



*In the event the in-person Equine Affaire is not able to take place, the digital event program will still be produced.

2021 Massachusetts Program Advertising

Specifications

Trim Size: 8.125" x 10.75"

Bleed Size: 8.625" x 11.25" (Available for full-page, full-color ads only; no additional cost)

Live Area: 7.125" x 9.625"

Image Format: 300 dpi or higher, CMYK or Grayscale

Equine Affaire exhibitors receive a 10% discount on ad rates.

Preferred placement is available for an additional fee.

Exhibitor and frequency discounts do not apply to inside and outside cover rates.

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 should be submitted as print ready PDF or JPEG via email. PDF files are preferred. Ad resolution and images within files should be 300 dpi or greater for best quality. Fonts must be embedded or outlined. Please include a .25" bleed on all sides and do not include crop or register marks. When possible, please avoid small four color type as it is difficult to register. If image includes solid black backgrounds or bars/blocks, please create this as four color black using: 30% c, 30% m, 30% y, and 100% k (web mix).

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 may be submitted as a PDF file. Submit ads in CMYK color only. Call for other acceptable formats.

Ad Position and Terms

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 now keeps all ads on file. You may choose to rerun an ad in future event programs. 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.

Ad Deadlines:

	Space Reservations	Copy Deadline
For W. Springfield, MA	Aug. 20, 2021	Aug. 27, 2021

2021 Massachusetts Program Insertion Order:

Send completed Form to: **Program Advertising | Equine Affaire, Inc.**

2720 State Route 56 SW, London, OH 43140 or kbrennan@equineaffaire.com or fax to: (740) 845-2879

Company _____

Contact person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

I am contracted to exhibit at: MA (This entitles me to a 10% discount.)

Ad size: 1/8 B&W (\$115) 1/4 B&W (\$210) 1/2 B&W (\$365)
 1/8 Full Color (\$170) 1/4 Full Color (\$315) 1/2 Full Color (\$550)
 Full Page B&W (\$550) Full Page, Full Color (\$825)

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

I would like to **embed a video** in my ad on the digital edition of the program. (\$150)

Video link address: _____

I would like to **embed up to 6 photos** in my ad on the digital edition of the program. I understand that audio is not included with this option. (\$125)

I would like to **link my ad** to my web page (\$20)

Web address: _____

Positioning instructions: _____

Payment information: Check Money Order Visa/Mastercard/Discover