

Program Advertising



The Equine Affaire event program will be distributed free to all adult attendees at each Equine Affaire while also taking the form of a digital edition promoted to nearly 100,000 viewers online. It offers an outstanding and affordable way to advertise your horse-related products, services, farm, training facility, or stallion to tens of thousands of avid horse people. This invaluable guide will contain all the information attendees need to navigate and fully enjoy Equine Affaire, including detailed layouts of each building within the event; the complete schedule of clinics, seminars, and demonstrations; important safety and event service information; biographical pieces on the presenters featured at each event; and more!

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	\$1000.00
Full Page Back Cover	7.125" x 9.625"	n/a	\$1500.00
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

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.

Printing 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

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 (PDF or JPEG) or 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.



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Advertising Deadlines

For Columbus, OH

Space Reservations: January 21, 2022
Copy Deadline:..... January 28, 2022

For W. Springfield, MA

Space Reservations: August 20, 2022
Copy Deadline:..... August 27, 2022

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). 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. Preferred placement is available for an additional fee. Exhibitor and frequency discounts do not apply to inside and outside cover rates.

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.

2022 Program Insertion Order: *Send completed Order to:*

Program Advertising | Equine Affaire, Inc., 2720 State Route 56 SW, London, OH 43140 or arehnborg@equineaffaire.com or fax to: (740) 845-2879

Company _____ Contact person _____

Address _____ City _____ State _____ Zip _____

Phone number _____ Email _____

Insert Ad in: 2022 Ohio Event Program 2022 Massachusetts Event Program I am contracted to exhibit at: MA OH (This entitles me to a 10% discount.)

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