



Program Advertising



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

Karin Brennan

(740) 845-0085 ext. 112
 Email: kbrennan@equineaffaire.com
 2720 St. Route 56 SW
 London, OH 43140

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. The event program 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: a map of the overall facility; detailed layouts of each building within the event; the complete schedule of clinics, seminars, and demonstrations; important safety and event service information; and interesting biographical pieces on the many speakers and clinicians featured at each event.

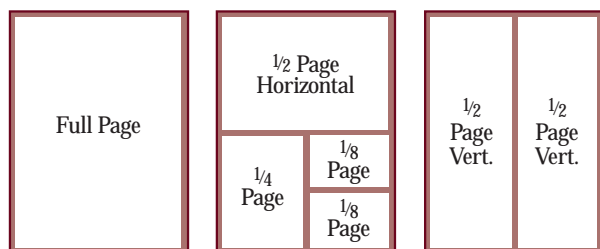
Printing Specifications

Printing: Offset
 Trim Size: 8.5" x 11"
 Bleed Size: 8.75" x 11.25"
(Available for full-page, full-color ads only; no additional cost)

Paper: Body 50 lb., cover 70 lb. coated
 Binding: Stitched
 Screen: 133 line halftones are preferred
 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	7.5" x 10"	\$550.00	\$825.00
Full Page Inside Covers	7.5" x 10"	n/a	\$1000.00
Full Page Back Cover	7.5" x 10"	n/a	\$1500.00
Half Page Horizontal	7.5" x 4.875"	\$365.00	n/a
Half Page Vertical	3.625" x 10"	\$365.00	n/a
Quarter Page	3.625" x 4.875"	\$210.00	n/a
Eighth Page Horizontal	3.625" x 2.375"	\$115.00	n/a



Mechanical Requirements

1. DESIGN: The staff of Equine Affaire, Inc. cannot design or produce ad copy. If ad design services are needed, we recommend contacting a printer or graphic designer in your area.
2. FORMATS: Ads may be submitted on disk (Mac Quark or PDF formats) or as camera-ready copy. Ad resolution should be 300 dpi or greater for best quality. Fonts must be embedded. All black and white ads should include a 1-2 point border. Call for other acceptable formats. Additional charges apply for format conversions. *Advertising materials will be returned only upon request.*

As a service to our valued advertisers, Equine Affaire, Inc. now keeps all ad disks 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).

Black and White Ads

Copy for black and white ads will be accepted in one of the following formats. Submit ads in grayscale only.

1. DISK: A black and white proof must be provided with each ad submitted on disk. PDF files preferred. Call for other acceptable formats. Emailed ads will NOT be accepted.
2. CAMERA-READY COPY: Camera-ready copy is black and white artwork with all elements in place (including correct dimensions) which requires only one camera shot; stats, veloxes, and PMTs are all acceptable formats. Laser art will be accepted upon the condition that the advertiser assumes responsibility for the reproduction quality of such material. Images within ads should be 300 dpi or greater. Each photograph in the ad must be screened to an 85- or 110-line halftone and reduced and placed in position on the ad copy. *Note: A halftone fee of \$15.00/picture will be charged for any picture for which a halftone is not provided with the copy. A border fee of \$15 will be charged for any black and white ad submitted without a 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.