

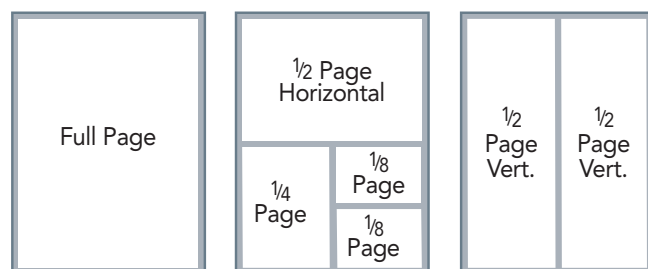
The Equine Affaire program will be distributed free to all adult attendees and will be the only detailed event program distributed at each Equine Affaire. The event program will offer an outstanding and affordable way to advertise your horse-related products or services or farm, training facility, or 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. offset, cover 80 lb. gloss text
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

- 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.
- 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. Scans will not be accepted. *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.

- DISK:** A black and white proof must be provided with each ad submitted on disk. PDF files preferred. Call for other acceptable formats.
- CAMERA-READY COPY:** Camera-ready copy is black and white artwork with all elements in place (including correct dimensions). 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.



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

Karin Brennan

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



Advertising Deadlines

For Pomona, CA

Space Reservations:..... November 23, 2010

Copy Deadline:..... November 30, 2010

For Columbus, OH

Space Reservations:..... January 25, 2011

Copy Deadline:..... February 1, 2011

For W. Springfield, MA

Space Reservations:..... August 23, 2011

Copy Deadline:..... August 30, 2011

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.

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 and Mastercard will be accepted. A \$35.00 fee will be charged for any check returned for insufficient funds, closed account, or any other reason. Payment to cover original check amount plus this returned check fee must be made by bank cashier's check. Late payment fees may also apply. A 10% discount is extended to all contracted Equine Affaire exhibitors and to any advertisers not exhibiting who place ads in two or more 2011 event programs. Preferred placement may be reserved for an additional fee.

Advertising materials will be returned only upon request.

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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: CA OH MA
This entitles me to a 10% discount.

Insert in: **February** (Pomona, CA)
 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

Card number: _____ Exp. _____

Name As It Appears on Credit Card: _____

Credit Card Billing Address: _____

Billing Address Phone Number: _____

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 _____