



Dressage at Devon

Sept 28 - Oct. 3, 2010

www.dressageatdevon.org

2010 Program Advertiser's Contract

Advertiser's Name: _____ Business Name: _____



Advertising Agency (If applicable): _____ Contact Person / Tel: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____ Signature: _____

Follow these 3 easy steps to submit your ad

1 Reserve Ad Space
 Fax your contract to
 Kathy Dress
 610-913-6162 phone/fax
 610-420-9964 cell
 connect1@ptd.net

2 Payment
 Credit Card  
 CC#: _____
 Security code: _____ Exp. date: _____
 Check made payable to Dressage at Devon.
 Dressage at Devon, P.O. Box 898, Devon, PA 19333

3 Submit artwork
 Electronically - acollins@epix.net
 or mail to:
 Andrea Collins, 242 Mount Eden Road,
 Kirkwood, PA 17536

Ad Deadline July 30, 2010

Rate Card - All ad rates are NET

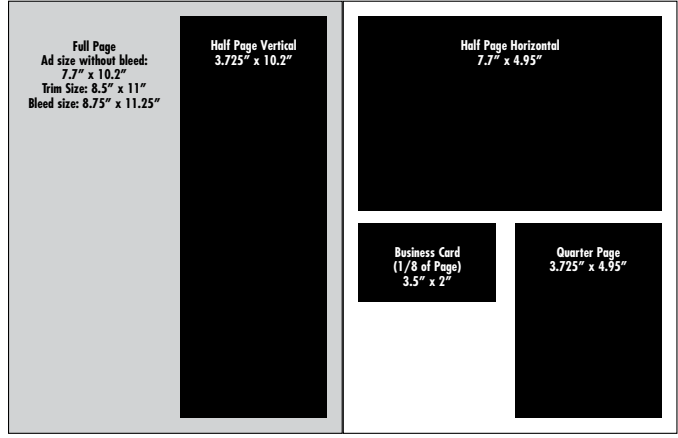
COLOR - ADS

Check selection	Description	Rate Ad	Size (Width X Depth)	Bleed Size (Width X Depth)
<input type="radio"/>	Outside Back Cover	\$1,500.00	7.7" x 10.2"	8.75" x 11.25"
<input type="radio"/>	Inside Front or Back Cover	\$1,200.00	7.7" x 10.2"	8.75" x 11.25"
<input type="radio"/>	Full Page	\$1,000.00	7.7" x 10.2"	8.75" x 11.25"
<input type="radio"/>	Half Page Vertical	\$550.00	3.725" x 10.2"	n/a
<input type="radio"/>	Half Page Horizontal	\$550.00	7.7" x 4.95"	n/a
<input type="radio"/>	Quarter Page	\$350.00	3.725" x 4.95"	n/a

BLACK & WHITE - ADS

Check selection	Description	Rate Ad	Size (Width X Depth)	Bleed Size (Width X Depth)
<input type="radio"/>	Full Page	\$800.00	8.5" x 11"	8.75" x 11.25"
<input type="radio"/>	Half Page Vertical	\$450.00	3.725" x 10.2"	n/a
<input type="radio"/>	Half Page Horizontal	\$450.00	7.7" x 4.95"	n/a
<input type="radio"/>	Quarter Page	\$250.00	3.725" x 4.95"	n/a
<input type="radio"/>	Eighth Page (Business Card)	\$150.00	3.5" x 2"	n/a
<input type="radio"/>	Eighth Page (Business Card)	\$75.00 (vendors only)	3.5" x 2"	n/a

20% fee for any secured placement.



Digital Specifications

The preferred format for digital advertising files is Adobe Acrobat PDF. Other acceptable formats for ads are EPS or TIFF files with a resolution of 300dpi.

Page size: 8.5 x 11"; bleeds must extend at least 1/8" outside of trim.

Spreads: These must be set up as two (2) single pages. If ad is not setup in this manner, computer charges will be assessed for the time to change the format (\$60 hr; \$10 each additional 15 min).

Fonts: All fonts must be embedded.

Photos: All photos should be 300dpi in CMYK. Advertiser will incur computer time charges if photo needs to be converted to CMYK for output.

Software: InDesign, QuarkXpress 6.5, PhotoShop and Illustrator.

PageMaker and Microsoft Publisher are NOT supported.

Graphics format: Tiff, EPS (all Illustrator and Freehand EPS's text should be converted to outlines or fonts supplied; all colors converted to CMYK; all linked images included), JPEG, Bitmap, Photoshop EPS.

RGB and indexed color are not supported.

Accepted disc media: CD or DVD.

Electronic transmissions: Files can be sent email to: acollins@epix.net. 4 color files should be accompanied by color proof. Deviations from these standard guidelines may require additional time or cost, and/or sacrifice reproduction predictability.

Black & White Ads: May be submitted scanner ready.

Extra charges: There will be a \$60.00 charge for materials submitted, that need to be modified or do not meet above stated requirements.

For production related questions, please contact Andrea Collins, acollins@epix.net. 717.529.2921