



DEVON HORSE SHOW & COUNTRY FAIR, INC.

FOR THE BENEFIT OF BRYN MAWR HOSPITAL

Attn: Elly VandeMerkt
PO Box 865, Devon PA 19333
www.devonhorseshow.net
Phone: (610) 964-0550
Fax: (610) 964-1608
Elly@devonhorseshow.org



Program Advertising Contract

Please include our advertisement in the 2017 Devon Horse Show Program, for which _____ agrees to pay

\$ _____ to occupy _____ page in (circle one) black & white or color.

Publisher is bound by no agreement other than that expressed in this contract—no verbal or email agreements recognized. **ALL AD MATERIALS MUST BE SUBMITTED IN ACCORDANCE WITH THE 'FILE REQUIREMENTS' ON PAGE 2. ENTIRE AD AREA INCLUDING BORDERS, RULES, ETC., NOT TO EXCEED SIZES LISTED BELOW.**

DEADLINES: Signed contract: immediately

Ad materials and full payment: no later than Friday, March 31, 2017

***any ad materials not accompanied by payment in full will not be printed in the program!**

Please check off your selection:

	<u>Size (inches)</u>	<u>Rate B&W</u>	<u>Rate 4-Color</u>
<input type="checkbox"/> Inside Front Cover (bleed)	8.5 x 11*	N/A	\$4,600
<input type="checkbox"/> Inside Back Cover (bleed)	8.5 x 11*	N/A	\$4,600
<input type="checkbox"/> Back Cover (bleed)	8.5 x 11*	N/A	\$5,175
<input type="checkbox"/> Full Page (bleed)	8.5 x 11*	\$1,150	\$2,300
<input type="checkbox"/> Full Page	7 x 9	\$1,150	\$2,300
<input type="checkbox"/> 1/2 page Vertical	3.375 x 9	\$750	\$1,525**
<input type="checkbox"/> 1/2 page Horizontal	7 x 4.375	\$750	\$1,525**
<input type="checkbox"/> 1/4 page Vertical	3.375 x 4.375	\$500	N/A
<input type="checkbox"/> 1/4 page Horizontal	7 x 2.125	\$500	N/A

TOTAL DUE:\$ _____

Firm Name	Agent Name, if applicable
Address	City, State, Zip Code
Telephone Number	Email
Contact Information (please print)	
Authorized Signature	Date

* - Materials for BLEED ads should be 8.75 x 11.25 allowing for 1/8in trim on all sides

** - Acceptance of any half-page ads is subject to the receipt of an even number of the same

One complimentary program will be available to advertisers upon request as proof of publication.



DEVON HORSE SHOW & COUNTRY FAIR, INC.

FOR THE BENEFIT OF BRYN MAWR HOSPITAL

Attn: Elly VandeMerkt
PO Box 865, Devon PA 19333
www.devonhorseshow.net
Phone: (610) 964-0550
Fax: (610) 964-1608
Elly@devonhorseshow.org



File Requirements

The program is printed by offset, direct-to-plate technology, in four-color process and black & white.

Materials for BLEED ads should be 8.75 x 11.25 inches in size to allow for 1/8 in. trim on all sides.

The program is wire-bound. Most full-page ads are on right-side pages. Please leave at least 1/2in of clear space (no copy) on left side of all bleed ads to account for binding.

Acceptable File Formats:

Preferred: PDF Press Quality with embedded fonts (no subset fonts) and high-resolution images (300dpi or higher).

Also accepted: TIF, JPEG, or EPS files

- TIF or JPEG files must be to ad size and at least 600dpi or higher
- EPS files must have all type converted to outline

For color advertisements, CMYK color must be used. Files in RGB format will not be accepted.

Unacceptable File Formats:

- Ads with type, logos, and/or artwork from websites.
- Ads scanned from previously printed materials that contain photos and/or artwork.
- Native Microsoft Publisher files.

Submission of Files:

- Files should be emailed to elly@devonhorseshow.org with "Program Ad" in subject line.
- Please save all ad files with the following title: "businessname.DHSPROG17" with the name of your business.

Files not to specifications will be given notice of errors and may re-submit upon correction. Failure to do so may incur additional charges at publisher's discretion.

Extensions for ad materials only are available until April 3, 2017 with publisher agreement in writing. Contracts are due no later than April 3. Any materials submitted after April 3 are subject to refusal.

Concerns regarding submission dates should be directed to email address below.

All files must be submitted to: elly@devonhorseshow.org
Payment IN FULL must accompany submission of ad materials!
Files must be named as above: "businessname.DHSPROG17"
Please write "Program Ad" in subject line of email!