



# 2016 Program Advertising Agreement

The show dates this year are September 3 - 5, 2016

Advertiser's Name \_\_\_\_\_

Advertising Agency \_\_\_\_\_

Contact Person \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

E-mail \_\_\_\_\_

Signature \_\_\_\_\_

## Pricing for Color Advertisements:

## Pricing for Black & White Advertisements:

Ad Size	Specifications	Price
Inside Front or Inside Back Cover	5.4" w x 8.4" h	\$1,000
____ *Full Pg	5.4" w x 8.4" h	\$800
____ *Half Pg	5.4" w x 4.125" h	\$500
____ Alterations/Revisions by Designer		\$40

Ad Size	Specifications	Price
____ Full Pg	5.4" w x 8.4" h	\$650
____ Half Pg	5.4" w x 4.125" h	\$350
____ Quarter Pg	2.6" w x 4.125" h	\$200
____ Eighth Pg	2.6" w x 2" h	\$100

## PLEASE NOTE:

All ads must be sent in digital format, on flash drive, disc or via email. File types that will be accepted for ads are pdf, eps, or tiff. Some jpg files are acceptable for photos, but they must be at a resolution of 300 dpi or greater. All fonts, photos and logos used must be sent with ad files, or they must be embedded in the pdf file. If you have questions regarding the format and/or acceptability of your file, contact:

**Lynne:**

Lchsprogramads@gmail.com

**610-476-6327**

## The Advertising Art & Payment Deadline is July 26, 2016

Payment: Checks should be made out to Ludwig's Corner Horse Show Association, or L.C.H.S.A, and must accompany your ad. Ads will not run in program unless paid in full and submitted prior to the deadline.

Return completed agreement and check to:

**L.C.H.S.A.**

PO Box 754, Uwchland, PA 19480

Attention: Program Book

Please send in this completed sheet with your payment, and keep a copy for your records!