



2018 Program Advertising Agreement

The show dates are September 1 - 3, 2018

Advertiser's Name: _____
 Contact Person: _____
 Address: _____
 City: _____
 State/Zip: _____
 Phone: _____
 Fax: _____
 E-Mail: _____

Advertising Agency: _____
 Contact Person: _____
 Address: _____
 City: _____
 State/Zip: _____
 Phone: _____
 Fax: _____
 E-Mail: _____

Signature: _____

Trim Size 6" x 9" • Bleed size 6.25" x 9.25" • Life space 5.5" x 8.4"

Ad Size/Position	Dimensions /Life Space	Bleed Size	Bleed available	color cost	b&w cost
Inside Front Cover	6" x 9" / 5.5" x 8.4"	6.25" x 9.25"	Yes	_____ \$1,000	_____ \$1,000
Inside Back Cover	6" x 9" / 5.5" x 8.4"	6.25" x 9.25"	Yes	_____ \$1,000	_____ \$1,000
Full page	6" x 9" / 5.5" x 8.4"	6.25" x 9.25"	Yes	_____ \$800	_____ \$650
Half Page Horizontal	5.5" x 4.15"	n/a	no	_____ \$500	_____ \$350
Half Page Vertical	2.6" x 8.4"	n/a	no	_____ \$500	_____ \$350
Quarter Page	2.6" x 4.15"	n/a	no	_____ \$300	_____ \$200
Eighth Page	2.6" x 2"	n/a	no	n/a	_____ \$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, fonts have to be embedded. Jpg.files are acceptable for photos, but they must be at a resolution of 300 dpi or greater. If you are sending a word.doc and are using photos and logos, please send these files along with your ad. 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: July 25, 2018

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:

**LCHSA/Attention Program Book
 P.O. Box 754, Uwchland, PA 19480**

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