



2021 Program Advertising Agreement

The show dates are September 4-6, 2021

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 5.5" x 8.5" • Bleed size 5.75" x 8.75"

Ad Size/Position	Dimensions	Bleed Size	Bleed available	color cost	b&w cost
Inside Front Cover	5" x 8"	5.75" x 8.75"	Yes	_____ \$1,200	_____ \$1,200
Inside Back Cover	5" x 8"	5.75" x 8.75"	Yes	_____ \$1,200	_____ \$1,200
Full page	5" x 8"	5.75" x 8.75"	Yes	_____ \$900	_____ \$750
Half Page Horizontal	5" x 3.95"	n/a	no	_____ \$600	_____ \$450
Half Page Vertical	2.45" x 8"	n/a	no	_____ \$600	_____ \$450
Quarter Page	2.45" x 3.95"	n/a	no	_____ \$400	_____ \$300
Eighth Page	2.45" x 1.95"	n/a	no	n/a	_____ \$150

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: Aug. 1, 2021

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!