



ASSOCIATION FOUNDATION

# 2024 Program Advertising Agreement

The show dates are August 31 – September 2, 2024

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

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

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Signature: \_\_\_\_\_

**\*All advertisers receive preferred parking.**

All ads must be paid at time of submission, along with all artwork and this signed contract. Pricing is for B&W or color ad.

Deadline is July 31, 2024.

Please see  
[Ludwighorseshow.com](http://Ludwighorseshow.com)  
 for payment types accepted.

Scan this form with a copy of your payment receipt to Melanie:

[programads@ludwighorseshow.com](mailto:programads@ludwighorseshow.com)

**Program Trim Size 5.5" x 8.5" • Bleed size 5.75" x 8.75"**

Ad Size/Position	Dimensions	Bleed Size	Bleed available	Cost
Full page	5" x 8"	5.75" x 8.75"	Yes	_____ \$900
Half Page Horizontal	5" x 3.95"	n/a	no	_____ \$600
Half Page Vertical	2.45" x 8"	n/a	no	_____ \$600
Quarter Page	2.45" x 3.95"	n/a	no	_____ \$400
Eighth Page	2.45" x 1.95"	n/a	no	_____ \$200

**Please Note:**

All ads must be sent in digital format, on flash drive, 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 those files along with your ad to:

Melanie: [programads@ludwighorseshow.com](mailto:programads@ludwighorseshow.com)  
 484-883-8598

