



Dressage at Devon

September 24 - 29, 2019

www.dressageatdevon.org

2019 Program Advertiser's Contract

Advertiser's Name: _____ Business Name: _____

Advertising Agency (If applicable): _____ Contact Person / Tel: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____ Signature: _____

Follow these 3 easy steps to submit your ad

1 Reserve Ad Space - Complete ad email your contract to Kathy Dress/Dress Media 610-420 9964 kdress@ptd.net

2 Payment Credit Card  
CC#: _____
Security code: _____ Exp. date: _____

3 Submit artwork electronically andrea.collins242@icloud.com or mail to: Andrea Collins, 242 Mount Eden Road, Kirkwood, PA 17536
Advertiser is responsible for timely ad submission.
This contract is your invoice for payment.

Ad Deadline August 15, 2019

Rate Card - All ad rates are NET

COLOR - ADS

Check selection	Description	Rate Ad	Size (Width X Depth)	Bleed Size (Width X Depth)
<input type="radio"/>	Outside Back Cover	\$1,500.00	7.7" x 10.2"	8.75" x 11.25"
<input type="radio"/>	Inside Front or Back Cover	\$1,200.00	7.7" x 10.2"	8.75" x 11.25"
<input type="radio"/>	Full Page	\$1,000.00	7.7" x 10.2"	8.75" x 11.25"
<input type="radio"/>	Half Page Vertical	\$550.00	3.725" x 10.2"	n/a
<input type="radio"/>	Half Page Horizontal	\$550.00	7.7" x 4.95"	n/a
<input type="radio"/>	Quarter Page	\$350.00	3.725" x 4.95"	n/a

BLACK & WHITE - ADS

Check selection	Description	Rate Ad	Size (Width X Depth)	Bleed Size (Width X Depth)
<input type="radio"/>	Full Page	\$800.00	8.5" x 11"	8.75" x 11.25"
<input type="radio"/>	Half Page Vertical	\$450.00	3.725" x 10.2"	n/a
<input type="radio"/>	Half Page Horizontal	\$450.00	7.7" x 4.95"	n/a
<input type="radio"/>	Quarter Page	\$250.00	3.725" x 4.95"	n/a
<input type="radio"/>	Eighth Page (Business Card)	\$150.00	3.5" x 2"	n/a
<input type="radio"/>	Eighth Page (Business Card)	\$75.00 (vendors only)	3.5" x 2"	n/a

20% fee for any secured placement.

Digital Specifications

Preferred format for digital advertising is Adobe Acrobat PDF.

Other acceptable formats for ads are EPS or TIFF files with a resolution of 300dpi.

Page size: 8.5 x 11"; bleeds must extend at least 1/8" outside of trim.

Spreads: These must be set up as two (2) single pages. If ad is not setup in this manner, computer charges will be assessed for the time to change the format (\$70 hr; \$10 each additional 15 min).

Fonts: All fonts must be embedded.

Photos: All photos should be 300dpi in CMYK. Advertiser will incur computer time charges, if photo needs to be converted to CMYK for output.

Software: InDesign, PhotoShop and Illustrator.

PageMaker and Microsoft Publisher or Word are NOT supported.

Graphics format: Tiff, EPS (all Illustrator and Freehand EPS's text should be converted to outlines or fonts supplied; all colors converted to CMYK; all linked images included), JPEG, Bitmap, Photoshop EPS.

RGB and indexed color are not supported.

Accepted disc media: CD or DVD.

Electronic transmissions: Send files to: andrea.collins242@icloud.com

4 color files should be accompanied by color proof. Deviations from these standard guidelines may require additional time or cost, and/or sacrifice reproduction predictability.

Black & White Ads: May be submitted scanner ready.

Extra charges: There will be a \$70.00 charge for materials submitted, that need to be modified or do not meet above stated requirements.

For production related questions, please contact Andrea Collins, andrea.collins242@icloud.com or call 717.529.2921

