

PROGRAM ADVERTISING

The Illinois Horse Fair Official Program will be distributed **free** to all attendees. This is an outstanding and affordable way to advertise your horse-related products or services, training facility, or stallion to avid horse people. This invaluable guide contains the complete schedule of events, building maps, biographies of the presenters, vendor list, and much more! Many people keep the program as a resource after the event.

PRINTING SPECIFICATIONS

Program Trim Size: 8.25" x 10.75"
Resolution: Color - CMYK 300 dpi; B&W 200 dpi
Formats accepted: PDF (preferred), JPEG
No bleeds

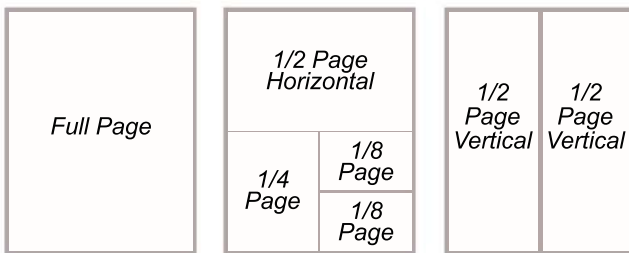


Ad Sizes	Dimensions Width/Height	Full Color	B&W
Back Cover*	7.5" x 10"	\$600	N/A
Inside Front Cover*	7.5" x 10"	\$500	N/A
Inside Back Cover*	7.5" x 10"	\$500	N/A
Full Page	7.5" x 10"	\$385	\$290
1/2 Page Horizontal	7.5" x 4.75"	\$260	\$185
1/2 Page Vertical	3.5" x 10"	\$260	\$185
1/4 Page	3.5" x 4.75"	\$160	\$115
1/8 Page	3.5" x 2"	\$110	\$90

* Premium Space - check for availability

AD DEADLINE
2/4/19

**Make checks
payable to
Dahl Graphics
& Printing**



QUESTIONS??
Contact Linda Dahl
Dahl Graphics & Printing
Toll Free: 888-403-2060
Cell: 651-353-8188
Fax: 888-816-9774
ilhfa-ads@dahlgraphics.com
www.dahlgraphics.com

LAYOUT/DESIGN

There is no additional charge for design of ads to be run in the program or pocket schedule. Proofs will be provided for approval prior to printing.

AD POSITION

The positioning of ads within the program cannot be guaranteed, but every effort will be made to accommodate requests for specific positions. Early submission of your insertion order will help ensure your ad position.

CANCELLATIONS

No cancellations will be accepted or refunds given after the ad deadline.

PAYMENT TERMS

Full payment must be received with the insertion order or by ad deadline. All major credit cards are accepted. A \$25 fee will be charged for any check returned for insufficient funds, closed account, or any other reason.

The Illinois Horse Fair or Dahl Graphics & Printing reserves the right to reject any ads at any time. Each ad is accepted with the understanding that the advertiser is authorized to publish its contents and they agree to indemnify the Illinois Horse Fair and Dahl Graphics & Printing against any loss or expense resulting from claims arising out of its publication. The Illinois Horse Fair or Dahl Graphics & Printing assume no liability for submitted copy errors.

INSERTION ORDER

Make check payable to **Dahl Graphics & Printing**
and send completed insertion order to:
Program Advertising Illinois Horse Fair
4755 N Parrot Ln, Marana, AZ 85653
or fax insertion order to: 888-816-9774

Company

Contact Person

Address

City State Zip

Phone Number

Email

AD SIZE:

- | | |
|---|--|
| FULL COLOR AD | B&W AD |
| <input type="checkbox"/> Back Cover (\$600) | <input type="checkbox"/> Full Page (\$290) |
| <input type="checkbox"/> Inside Front Cover (\$500) | <input type="checkbox"/> 1/2 Page (\$185) |
| <input type="checkbox"/> Inside Back Cover (\$500) | <input type="checkbox"/> 1/4 Page (\$115) |
| <input type="checkbox"/> Full Page (\$385) | <input type="checkbox"/> 1/8 Page (\$90) |
| <input type="checkbox"/> 1/2 Page (\$260) | |
| <input type="checkbox"/> 1/4 Page (\$160) | |
| <input type="checkbox"/> 1/8 Page (\$110) | |

PAYMENT INFORMATION:

- Check Money Order
 VISA MasterCard Discover AmEx

Card #: _____
Exp. _____ V-Code _____

Name as it appears on credit card

Credit card billing address (if different than above)

I authorize that my card be charged for the amount indicated above for payment of an ad in the Illinois Horse Fair Official Program..

Authorized Signature _____
Date _____