



CP NATIONAL HORSE SHOW

PROGRAM ADVERTISING RATES & SPECIFICATIONS

October 31 – November 5, 2017

THE KENTUCKY HORSE PARK

LEXINGTON, KY

ADVERTISING RATES

Color

- Full page \$1,000
- ½ page \$ 600

Black & White

- Full page \$ 750
- ½ page \$ 500

AD DIMENSIONS

- Final Trim Size 8.5" x 11"
- Full Page (Bleed) 8.75" x 11.25"
- Full Page (NO Bleed) 7.5" x 10"
- 1/2 Page Horizontal 7.5" x 4.5"
- 1/2 Page Vertical 3.5" x 10"

COMMON DIGITAL MEDIA TYPES

PDF, JPEG, TIFF, EPS

IMAGE RESOLUTION

All ads must be at least 300 dpi or better

DIGITAL REQUIREMENTS

A directory of all files on the disk is very helpful.

All ads must be submitted as digital/electronic files or CD format.

CONTACT INFORMATION

Ariel Weisman
aw@phelpsmediagroup.com

COMMON APPLICATIONS

- QuarkXPress
- InDesign
- Photoshop
- Illustrator

**DEADLINE for RECEIPT OF ELECTRONIC FILES OR CD
SEPTEMBER 1, 2017**

**Please reserve the following for inclusion in the
2017 CP National Horse Show Program:**

Check 1 or more:

FULL PAGE COLOR
\$1,000

FULL PAGE B & W
\$750

½ PAGE COLOR
\$600

½ PAGE B & W
\$500

Name of Business _____	
Contact Name _____	
Contact Phone _____	Email _____
Address _____	
City, State, Zip _____	
Authorizing Signature _____	
Date _____	

VISA, MC, AMEX or DISCOVER CARD: _____	
EXPIRATION _____	SECURITY CODE _____
OR, ENCLOSE CHECK PAYABLE TO THE NATIONAL HORSE SHOW	

Please Email all electronic ads to: aw@phelpsmediagroup.com

Please send hard-copy materials and check payments to:

National Horse Show
Attn: Cindy Bozan
2245 Stone Garden Lane
Lexington, KY 40513

Please make checks payable to: National Horse Show
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PLEASE NOTE

Failure to meet deadline with electronic file, signed contract AND payment will result in omission from the National Horse Show Program.

The National Horse Show reserves the right to refuse any advertisement and shall not be liable for any damages if, in its sole discretion, for any reason, it chooses not to publish an advertisement. any advertisement that is refused will be returned with appropriate fees included.

Any questions, contact:

Ariel Weisman - Tel: 908-432-3167 – Email: aw@phelpsmediagroup.com