



Make Checks Payable to:

THE NATIONAL HORSE SHOW ASSOCIATION LIMITED

QUESTIONS, SHIPPING & PAYMENT INFORMATION

Send all Space Reservation Orders and materials to:

NATIONAL HORSE SHOW

Attn: PUBLICATIONS

1301 Sixth Ave West Suite 406

Bradenton, FL 34205

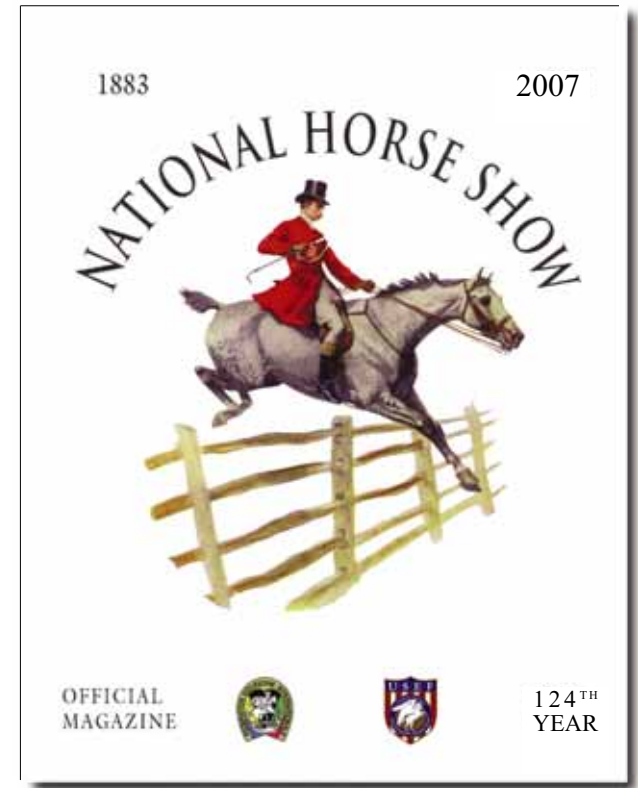
(941) 744-5465 fax (941) 744-0874

email: msilcox@stadiumjumping.com



1301 Sixth Ave West
Suite 406
Bradenton, FL 34205

ADDRESS CORRECTION REQUESTED



124TH YEAR
WELLINGTON
FLORIDA

ADVERTISING
Rate Card
2007

RATES

RATE SCHEDULE

Size	Black & White	Four Color
Full Page	\$750	\$1,950
1/2 Page	\$500	\$1,250
1/4 Page	\$350	\$ 750

COVERS & PREMIUM POSITIONS

2nd Cover (Inside Front)	\$2,500
3rd Cover (Inside Back)	\$2,500
4th Cover (Back)	\$3,500

PRODUCTION CHARGES

Advertisers must supply electronic digital files of advertisement materials or a charge will apply. Advertiser may be charged for any or all of the following: design, layout, art, scans of logos, photographs, line drawings, artwork, retouching due to the poor condition of supplied artwork (ad), typography; and client alterations.

AD DIMENSIONS

Ad Sizes	Width"	x	Depth"
Trim Size	8.500	x	11.000
Full Page Bleed	8.625	x	11.125
Full Page Non-Bleed (live)	7.250	x	9.750
1/2 Page (H)	7.250	x	4.750
1/2 Page (V)	3.500	x	10.000
1/4 Page (V)	3.500	x	4.750
1/4 Page (H)	7.500	x	2.500

MAILING INSTRUCTIONS

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Attn: Publications
1301 Sixth Ave West Suite 406
Bradenton, FL 34205
(941) 744-5465 /fax (941) 744-0874
email: msilcox@stadiumjumping.com

SPECIFICATIONS

DIGITAL PRE-PRESS REQUIREMENTS

FILES

- ❖ PDF file preferred with the following guidelines: Set all compression settings to none — embed all fonts, resolutions set to:
Color: Bicubic downsampling to 300; for images above 450.
Grayscale: Bicubic downsampling to 1200; for images above 1800.
Monochrome: Bicubic downsampling to 1200; for images above 2400.
- ❖ Native files are acceptable (i.e. Photoshop, Xpress). Prefer conversion to high resolution PDF.
- ❖ All disks should be labeled with name of job, contact, phone number and file format.
- ❖ A hard copy proof containing 100% of the file information should be provided for each ad. All color proofs should indicate trims and bleeds where applicable.
- ❖ Please eliminate all unused data and supply only the files to be output on the disks.
- ❖ Supply all elements used in the creation of the document. Scans/graphics in one folder, all Quark files in another file and fonts in their own folder. All scans/graphics/images must be on the disk in the native file formats. Do NOT embed or store the photos or graphics in the layout application.

LAYOUT/SCANS/IMAGES

- ❖ Build pages to trim size and extend bleed .125" beyond page edge. Keep live area matter .25" from final trim.
- ❖ Scanned images should not be enlarged beyond 110% or reduced below 50% in the layout application.
- ❖ Do NOT nest EPS files within other EPS files if possible.
- ❖ Color scan images should be CMYK (RGB mode is not supported). Image density should be 280% maximum.
- ❖ Duotones must be in CMYK mode.
- ❖ Image density should be 280% maximum.
- ❖ Image file format should be TIF or EPS. Quark colorized Grayscale TIFs must be CMYK mode, and the background color in the box may NOT be colored. JPG, GIF, PICT, BMP and WORD formats are NOT acceptable and are not supported.
- ❖ Delete all extraneous alpha channels, pasteboard items, styles, etc not needed for final output.

DEADLINES

NATIONAL HORSE SHOW SOUVENIR PROGRAM

Venue: Palm Beach Polo Equestrian Club, Wellington, FL
December 5 through 9, 2007

Closing Date for Space Reservation: **October 10**
Non-Plate Ready Material Due: **October 10**
Materials Due: **October 12**
Publication Date: **December 5**
Payment due in full with materials on October 12.
PHONE ORDERS WILL NOT BE ACCEPTED.

TERMS & CONDITIONS

1. All insertion rates are commissionable to recognized agencies submitting completed space reservations and correctly sized plate-ready files of advertisements. Agency commission entitlement is fifteen percent.
2. All rates are based on plate ready advertisements. Production charges for type, proofs, scans, halftones, etc. will be billed to the advertiser.
3. All ads must be paid in full, including production charges, by the material deadline of October 16. Please make checks payable to NHSA INC.
4. Any account outstanding more than 30 days from the delivery date of the publication will be subject to a 1-1/2% per month service charge, not to exceed 18% per annum.
5. No advertisement materials or disks will be returned or newer reservations made until advertisement space invoice is paid in full.
6. In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser or agency placing the advertisement.
7. Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold Stadium Jumping, Inc. & the National Horse Show Association Limited harmless against any expense or loss by reason of any claims arising out of publication.
8. No cancellations of space reservations will be permitted after the closing dates.
9. The National Horse Show Association Limited reserves the right to reject any advertisement that is not in keeping with the publications standards. All orders are accepted on the terms and conditions outlined above.

124TH Year of the National Horse Show

National Horse Show and Family Festival

Palm Beach Polo Equestrian Club, Florida

December 5 - 9, 2007

Advertising Space Reservation Form

Closing Date: October 10

National Horse Show & Family Festival Souvenir Program

Check Enclosed Charge my Credit card

Visa/Master Card/AmEx #: _____

Cardholder Name: _____ Exp date: _____

	Black & White	Four Color	Premium Space	Four Color Only
Full Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,950	Inside Front Cover	<input type="checkbox"/> \$2,500
1/2 Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,250	Inside Back Cover	<input type="checkbox"/> \$2,500
1/4 Page	<input type="checkbox"/> \$350	<input type="checkbox"/> \$750	Back Cover	<input type="checkbox"/> \$3,500

*These are net rates, commissionable at 15% to recognized advertising agencies.
Add a surcharge for fifth color, metallic inks and or spot color ... \$150*

Name of Business: _____

Name of Owner (Agency): _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Authorizing Signature: _____ Date: _____

Instructions: Ad Material Enclosed Ad to come from & by (date): _____

Special Instructions (i.e pick-up ad from last years book): _____



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email: msilcox@stadiumjumping.com

