



2020 DUE DATES & DELIVERABLES

LOGOS

Due Date: ASAP

Email to: caroline@nhs.org

Specs: High Resolution jpeg or png

PROGRAM ADS

Due Date: August 1st, 2020

Email to: caroline@nhs.org

Specs: See attached specs

PUBLIC ADDRESS ANNOUNCEMENTS

Due Date: Sept 1st, 2020

Email to: caroline@nhs.org

VIDEO SPOTS

Due Date: Sept 1st, 2020

Email to: caroline@nhs.org

Specs:

- 1080 x 1920 pixel
- 30 FPS (or 29.97 FPS)
- The H.264 format encoded as MP4

CERTIFICATE OF INSURANCE (VENDORS)

All vendors will be required to have a certificate of insurance (Acord Form #25-S) showing that coverage is in effect from set up to take down. The following are named as Specially Designated Additional Insureds: Kentucky Horse Park, and National Horse Show

Due Date: Oct 1, 2020

Email to: Matt Morrissey matt@mmg.management

JUMPS

Per FEI and USEF rules, to be used in competition, jumps must be in excellent condition. Sponsors are responsible for pick-up and delivery of their jump.

Delivery Dates: October 19-24, 2020

Pick-Up Date: Nov 2-6, 2020

Contact: matt@mmg.management or (941) 915-3457

MATERIALS FOR DISTRIBUTION

Delivery Date: Oct 14th, 2020

Mail to: KY Horse Park/National Horse Show

Attention: Caroline Smith

4089 Ironworks Pike

Lexington, KY 40511



PROGRAM ADVERTISING RATES & SPECIFICATIONS

OCTOBER 23– NOVEMBER 1, 2020

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, EPS

IMAGE RESOLUTION

All ads must be at least 300 dpi or better

COMMON APPLICATIONS

- QuarkXPress
- InDesign
- Photoshop
- Illustrator

DIGITAL REQUIREMENTS

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

CONTACT INFORMATION

Caroline Smith
caroline@nhs.org

*****DEADLINE for RECEIPT OF ELECTRONIC FILES OR CD
Is AUGUST 1, 2020*****