



2011 Nutrena/USEA American Eventing Championships

Presented by Bit of Britain



Event Program Advertising Contract

September 8 -11 • Chattahoochee Hills • Fairburn, GA

AD RATES & SPECS

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CONTRACT DUE: FRIDAY, JULY 22
MATERIALS MUST BE DUE BY: MONDAY, AUGUST 1
👈

AD SIZE	DIMENSIONS	RATE
Inside Ads Black & White:		
<input type="checkbox"/> Full Page	5.5" x 8.5" <small>(Full page ad size does not include bleed. See note at right).</small>	\$200
<input type="checkbox"/> 1/2 Page Horizontal	4.5" x 3.5"	\$100
<input type="checkbox"/> 1/3 Page Horizontal	4.5" x 2.25"	\$50
Four-Color Covers Available:		
<input type="checkbox"/> Back Cover	5.5" x 8.5" <small>(Full page ad size does not include bleed. See note at right).</small>	\$600
<input type="checkbox"/> Inside Back Cover	5.5" x 8.5"	\$500

MECHANICAL REQUIREMENTS & SPECIFICATIONS

- **Trim Size:** 5.5" wide x 8.5" tall
- **Full Page Ad Bleed Size:** 5.75" x 8.75"
Allows 1/8" safety margin beyond trim.
Please keep any text within a 1/4" of trim size.
- **Full Page Ads No Bleed Size:** 5.5" x 8.5"
- **Ad File Resolution:** 300 dpi.
- **Material:** Digital files may be E-mailed or sent on CD as a "press ready" quality PDF file, or 300 dpi resolution JPG files.
All fonts must be embedded within a PDF.
- **Color Mode:** Grayscale only.
Four-color available on covers only.
Files 17 MGs or smaller may be E-mailed to USEA Art Director, Dara Bailey, at dara@useventing.com.
Advertiser assumes responsibility for reproductive quality.
- **Ad Design Fee:** \$50.00 per ad.

CONTACT INFORMATION

Advertiser: _____
 Contact person: _____
 Phone: _____ Fax: _____
 E-mail: _____
 Advertising material coming from: _____

PAYMENT:

Billing Address: _____

Pre-payment required for all first-time advertisers. For others, payment is due at billing.

Check enclosed (make checks payable to USEA, Inc.) Visa Master Card American Express

Card number: _____ Exp Date: _____ CVV#: _____

Print name on card: _____

Signature of authorized party: _____ **TOTAL:** _____

Cancellation or changes in orders cannot be accepted after August 5. All copy elements are subject to publisher approval.

Return this signed contract to: Nancy Knight, USEA, 525 Old Waterford Road, NW, Leesburg, VA 20176, or fax with credit card payment info to USEA fax (703) 779-0550.

Questions? E-mail Nancy: nancy@useventing.com, or call (703) 669-9997 (direct line). **E-mail Advertising materials to:** Dara Bailey: dara@useventing.com.