

# 2018 USEA AMERICAN EVENTING CHAMPIONSHIPS



August 30-September 2  
Colorado Horse Park • Parker, Colorado

## EVENT PROGRAM ADVERTISING CONTRACT

CONTRACT DUE: Monday, July 30<sup>th</sup>  
MATERIALS DUE: Monday, August 6<sup>th</sup>

### AD SIZE

- Full Page w/ Bleed (color)
- Full Page no Bleed (color)
- Full Page (b/w)
- 1/2 Page Horizontal (color)
- 1/2 Page Horizontal (b/w)
- 1/3 Page Horizontal (color)
- 1/3 Page Horizontal (b/w)

### DIMENSIONS

- 8.75"x11.25"
- 8.5"x11"
- 8.5"x11"
- 7.5"x4.5"
- 7.5"x4.5"
- 7.5"x3"
- 7.5"x3"

### RATES

- \$300
- \$300
- \$250
- \$200
- \$150
- \$75
- \$50

## 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 publication.

Check enclosed (make payable to USEA, Inc.)

Visa  Master Card  American Express

Card number: \_\_\_\_\_

Exp Date: \_\_\_\_\_ CVV#: \_\_\_\_\_

Print name on card: \_\_\_\_\_

Signature of authorized party: \_\_\_\_\_

TOTAL: \_\_\_\_\_

## MECHANICAL REQUIREMENTS & SPECIFICATIONS

• **Trim Size:** 8.5" wide x 11" tall

• **Full page Ad Bleed Size:** 8.75" x 11.25"

Allow 1/8" safety margin beyond trim. Please keep any text within a 1/4" of trim size.

• **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 JPEG files. All fonts must be embedded within a PDF. Files 17 MGs or smaller maybe e-mailed to USEA Advertising Manager, Nancy Knight: at nancy@useventing.com. Advertiser assumes responsibility for reproduction quality.

• **Color Mode:** Four-color.

• **Ad Design Fee:** \$50.00 per ad

• **Questions?** Email Nancy: nancy@useventing.com, or call (703)669-9997 (direct line).

• **E-mail Advertising Materials To:** Nancy Knight  
nancy@useventing.com

*Cancellation or changes in orders cannot be accepted after August 6th. All copy elements are subject to publisher approval. Return the 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.*