

2009 World's Championship Horse Show

Program Advertising Agreement

This shall serve as an advertising agreement between the Kentucky State Fair and _____ for the 2008 World's Championship Horse Show (WCHS) Program. The Kentucky State Fair reserves the right to reject any ad copy which cannot be set up in the contracted space or which it does not consider suitable for publication, in which case the advertiser will be notified promptly. **2009 World's Championship Horse Show: August 23-29, 2009.**

AD SPACE RATES

Ad Size	4-color process	2-color (Black + 1 PMS Color)	B&W
Outside back cover* (7" x 9-3/4")	\$1,750.00	Not available	Not available
Inside front & back covers* (7" x 9-3/4")	\$1,500.00	Not available	Not available
Two-page spread* (7" x 9-3/4" each page)	\$1,550.00	\$925.00 PMS # _____	\$825.00
Full page* (7" x 9-3/4")	\$1,100.00	\$625.00 PMS # _____	\$550.00
Half page (7" x 4-3/4" – horizontal only)	\$865.00	Not available	\$425.00
Quarter page (3-1/4" x 4-3/4" – vertical only)	Not available	Not available	\$250.00

* Bleed page size: 8-3/4" x 11-1/4"

RATES: All rates are based on a completed, camera-ready ad that is supplied on a CD. See below for additional charges.

ADDITIONAL CHARGES: Set-up charges including typesetting, layout & design – \$200 for a two-page spread / \$150 for a full-page / \$75 for a half- or quarter-page. Set-up charges will be billed for **any** advertiser-initiated revisions, or for any revisions to improperly supplied art.

SUBMISSION: Please comply with the attached Advertising Checklist if providing the ad on a CD.

DEADLINES: **June 27, 2009** Deadline for advertising materials requiring any design, set-up or revisions. (No proof will be provided for advertising material received after this date.)
July 6, 2009 Deadline for camera-ready art (no proof provided).

PAYMENT: Ad Size: _____ & Cost \$ _____
Additional Charges: _____ Set-up + _____ (if applicable)
TOTAL \$ _____

Check enclosed (payable to "WCHS Program") To be billed with tearsheet

A ten percent (10%) late charge per month on the unpaid balance will be imposed on any account not paid in full within 30 days of invoice.

PLEASE PRINT CLEARLY AND COMPLETE IN FULL:

Advertiser _____ Contact Person _____

Address _____ City _____ State _____ ZIP _____

Daytime Phone (_____) _____ Fax (_____) _____

E-mail _____

Horse's Name _____ Rider/Driver _____

Trainer _____ 2006 Class Won/Position Request _____

Signature _____ Date _____

(Signature and date required for contract to be considered valid.)

Please send original and one (1) copy of this agreement along with advertising materials to:

Edward Browne / World's Championship Horse Show Program / P. O. Box 37130 / Louisville, KY / 40233-7130

Street address: 937 Phillips Lane, Louisville, KY 40209

Phone: (502) 367-5184

Fax: (502) 367-5189

E-mail: ebrowne@ksfb.ky.gov

Internet address: www.kystatefair.org

2009 World's Championship Horse Show Program Advertising Checklist

THIS FORM MUST BE SENT IN WITH YOUR FINISHED AD!

We want you to be completely satisfied with your advertising placement. Please help us accomplish this by using the following checklist if you are preparing and sending your ad on a CD:

- This ad is saved as (circle one):
EPS JPEG TIFF PDF (with fonts embedded) Quark In Design Illustrator
- All images have been set at a high resolution for best reproduction.
(i.e.: 300 dpi for photos; 1200 dpi for line art at actual print size)
- All images are scanned and included on the disk.
- All fonts are included on the disk. (No PC-based fonts accepted.)
- All colors and images have been converted to 4-color process (No spot colors, No RGB).
- A composite of the final ad accompanies the disk.
- A printed disk directory accompanies the disk.

Thank you for helping us provide the quality your advertising dollars deserve. If you have any questions, please feel free to contact us.

Advertiser Name: _____ Date Ad Sent: _____

Sent By: _____ Date Received: _____
(Office Use Only)

SEND COMPLETED ADS TO:

Edward Browne / World's Championship Horse Show / P.O. Box 37130 / Louisville, KY / 40233-7130
(502) 367-5184 / ebrown@ksfb.ky.gov