

2011 World's Championship Horse Show

Program Advertising Agreement

This shall serve as an advertising agreement between the Kentucky State Fair and _____ for the 2011 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. **2011 World's Championship Horse Show: August 21-27, 2011.**

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
Eighth page (3-1/4" x 2-1/4" – vertical only)	Not available	Not available	\$125.00

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 30, 2011** Deadline for advertising materials requiring any design, set-up or revisions.
(No proof will be provided for advertising material received after this date.)
July 8, 2011 Deadline for camera-ready art (no proof provided).

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

Check (payable to "WCHS Program") Credit Card (complete Media Credit Card Payment Form) 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 _____ 2010 Class Won/Position Request _____

Signature _____ Date _____

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

Please send original 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



**2011 World's Championship Horse Show
PR/MEDIA CREDIT CARD REQUEST**

Name on card: _____

Company: _____

Billing address of card holder: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Email address: _____

Total Amount Due: \$ _____

Type of card (check one) Visa Mastercard Discover American Express

Card Number: _____

CVV/CVC Code: _____ (last 3 digits on back of card – this code is required in order to process this transaction)

Exp. Date: _____

By signing and returning this form, I agree that all information provided is accurate and I am responsible for the terms of payment.

Signature: _____ Date: _____

Return form to: Edward Browne / Kentucky State Fair Media Department / P.O. Box 37130
Louisville, KY 40233 / Phone: (502) 367-5184 / Fax (502) 367-5189 / E-mail:
ebrowne@ksfb.ky.gov

2011 Kentucky State Fair World's Championship Horse Show 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 PSD TIFF PDF JPEG Other _____

NOTE: For best results, all ads should be saved in Macintosh format.

- All images have been set at a high resolution for best reproduction.
(i.e.: 300 dpi for photos; 1200 dpi for line art)
- All images are scanned and included on the CD.
- All fonts are included on the CD.
- All colors and images have been converted to 4-color process (CMYK only – **NO** spot colors, **NO** RGB).
- A 100% composite of the final ad accompanies the CD.
- A printed disk directory accompanies the CD.

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:

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