

2010 IFSHA World and Grand National Championship Horse Show Program

Advertising Insertion Order Form

Terms set by THE INTERNATIONAL FRIESIAN SHOW HORSE ASSOCIATION (IFSHA) are as follows:

PAYMENT

1. All ads must be pre-paid - or ad/ads will not be run. - no exceptions.
2. Payment should be made payable to Horse Digests / IFSHA
3. Horse Digests accepts Visa, Master Card, American Express, Discover, and PayPal.

AD RESERVATIONS

1. Ad reservations are booked on a first come, first served basis.
2. ALL advertisers must fill out and mail us a completed Insertion Order (see form below).

If your ad arrives without an Insertion Order, it will NOT run!

Please print this form and fax or mail to the Horse Digests office, ATTN: Rahn Greimann / IFSHA, 507-526-2629
Or Gareth Selwood at 262-249-8996



Company / Farm: _____
 Contact: _____
 Address: _____
 City: _____ St: _____ Zip: _____
 Sending check to Horse Digests, Yes _____ No _____
 Credit Card (Visa _____, MC _____, AM Ex _____, Discover _____, PayPal _____)
 Card # _____ Expires _____
 Security Code on Back of Card _____
 Authorizing Signature: _____
 Phone: _____ Fax: _____ Email: _____



ADVERTISING RATES IFSHA Members / Non-Members

	QTY	Total \$ of ads placed
Full Page (4c):	\$485 / 585	X = \$ _____
Full Page (bw):	\$250 / 350	X = \$ _____
2 Page Spread (4c):	\$875 / 975	X = \$ _____
2 Page Spread (bw):	\$475 / 575	X = \$ _____
Half Page (4c):	\$275 / 375	X = \$ _____
Half Page (bw):	\$145 / 245	X = \$ _____
Third Page (4c):	\$195 / 295	X = \$ _____
Third page (bw):	\$120 / 220	X = \$ _____
Quarter Page (bw only):	\$85 / 95	X = \$ _____
Quarter Page (Color):	\$125 / 155	X = \$ _____
Inside Front Cover:	\$575 / 675	X = \$ _____
Inside back Cover:	\$525 / 625	X = \$ _____
Outside back Cover:	\$650 / 750	X = \$ _____
Page 3 (Color Only)	\$495 / 595	X = \$ _____
*Center Spread (Color Only)	\$1050/1250	X = \$ _____
Business cards:	\$65	X = \$ _____
<small>color</small> Stallion Directory:	\$65	X = \$ _____
<small>color</small> Trainer Directory:	\$65	X = \$ _____
<small>color</small> Photo Classified:	\$55	X = \$ _____
(40 words + 1 color picture)		
Classified:	\$15 min.	X = \$ _____
(\$.30 per word, 50 word minimum)		

Mechanical Specs		
Live Area	Trim Size	Bleed
7.5 x 10.5	8.5 x 11	9 x 11.5
7.5 x 10.5	8.5 x 11	9 x 11.5
16 x 10.5	17 x 11	17.5 x 11.5
16 x 10.5	17 x 11	17.5 x 11.5
Half Page Vertical	4.6875 x 8.375	
Half Page Horizontal	7.5 x 4.875	
2.375 x 7.5		
2.375 x 7.5		
Quarter Page Vertical	2.375 x 8.375	
Quarter Page Standard	3.635 x 4.875	

Ad Orders to: Gareth A. Selwood
 22904 75th Avenue East, Bradenton,
 FL 34211 262-325-0283
 selwoodp@idcnet.com

Payments and Ads to:
Horse Digests
Rahn Greimann, Publisher
35418 90th Street
Blue Earth, MN 56013
866-221-4856
507-525-0513 Cell,
507-526-2629 Fax
IFSHA@HorseDigests.com
 Always leave a message at either number.

Total: = \$ _____

Classified Ads: Please write your classified ads here:

(* Note - all display advertisers using a credit card, to pay for their ads for the year, will receive a free Photo Classified ad in issue 3)
 These rates do not include design fees. Custom design is available. Call for quotes.

1. All display ads may be submitted via CD or email (up to 10 megabytes) Over 10 megabytes may be sent via www.yousendit.com a free FTP server or you can call for our ftp site upload instructions.
2. Classified, Stallion Directory, Business Card, Trainer Directory & Photo Classified ads may be e-mailed as long as you can fax, e-mail or mail your Insertion Order.

DIGITAL SPECIFICATIONS:

1. Accepted formats: PDF, EPS, TIF, JPG, or Quark 7.0 or lower. Note JPGs should be higher DPI. Embed all fonts and supply graphics and fonts if in Quark. (We prefer PDF CMYK 300 DPI Fonts embedded. Distill your project at Press Quality settings.)
2. Color ads: CMYK 3. 300 DPI resolution 4. Fonts - convert to outline, Embed all Fonts
5. ALL ads must be accompanied by a proof! We are not responsible for correctness of ads arriving without a proof!
6. Any ads not arriving in the correct format will be charged an additional set-up fee.