



ADVERTISING SPECIFICATIONS and Order Form

For the 2017 Lendon's Youth Dressage Festival Program Book

GENERAL INFORMATION

1. Prices indicated are for those parties interested only in purchasing a program ad or a website link.
2. All Sponsors receive a complimentary ad the size of which is determined by their level of sponsorship. Some sponsorship levels also include a website link. For details, see www.youthdressagefestival.com, click on Sponsorship link on the homepage and then click on the 2017 Sponsorship Categories link.

AD SPECIFICATIONS

Digital File Requirements

- Digital Ads should be sent via email to Molly Lane at mlane@ne.rr.com
- In the subject field of your email, include the name of the advertiser and the size of the ad.
- If payment is due, mail this Order Form and payment to Molly Lane at address listed below.
- All files must be submitted as follows:
 - Files should be at least 300dpi and MUST be sized at 100%. PDF files provide the highest quality reproduction and are therefore preferred over other formats.
 - All fonts must be embedded.
 - All art MUST be supplied in black and white, not CMYK or RGB.

Camera Ready Requirements

- Artwork, this Order Form and payment (if applicable) should be mailed to Molly Lane at address listed below.
- All art MUST be supplied as black and white camera-ready, flat sized accurately to fit in the ad space.
- We cannot accept film for any ad.
- Please supply the best possible copy of your artwork to insure good ad reproduction.

INSTRUCTIONS

1. USE THIS FORM to order either paid or complimentary ad space and/or website link.
2. PUT AN "X" in the box beside the desired ad size or website link.

			X
Full Page Ad	7 3/4" W x 9 7/8" H	\$ 400	<input type="checkbox"/>
Half Page Ad	7 3/4" W x 5" H	\$ 250	<input type="checkbox"/>
Quarter Page Ad	3 7/8" W x 5" H	\$ 175	<input type="checkbox"/>
Business Card	3 1/2" W x 2" H	\$ 100	<input type="checkbox"/>
Website Link	Six Months	\$ 225	<input type="checkbox"/>
Website Link	One Year	\$ 375	<input type="checkbox"/>

3. RETURN THIS FORM, any Camera-Ready Artwork and/or Payment (if applicable) to:
Molly Lane, 5 Hastings Avenue, Keene, NH 03431
 Email: mlane@ne.rr.com; Phone: 603-352-5551
4. MAKE CHECK PAYABLE TO: **Dressage4Kids, Inc.**

NAME of SPONSOR or of PARTY ordering the Ad or Link: _____

Phone _____ Email _____

DEADLINE TO RECEIVE ADS: June 29, 2017

