



ADVERTISING SPECIFICATIONS and ORDER FORM

For Ads Solicited by Competitors for the 2017 Lendon's Youth Dressage Festival Program Book

AD SPECIFICATIONS

1. **Submit all ads as black-and-white only; we cannot accept color ads.**
2. **Submit ads either as digital files sent by email, or as camera-ready artwork mailed by U.S. or private postal service.**

Digital File Requirements, for ads sent by email

- **Digital Ads should be sent via email to Sprenk@mac.com**
- In the subject field of your email, include your name, the advertiser's name and the size of the ad.
- 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.
- Mail this Order Form and payment to Karen Sprenger at address listed below.

Camera Ready Requirements, for ads sent by postal service

- **Artwork, this Order Form and payment (if applicable) should be mailed to Karen Sprenger at address listed below.**
- All art **MUST** be sized accurately to fit in the ad space.

INSTRUCTIONS

1. **Provide the following details:**

Name of Competitor who solicited the Ad or Link _____ **email:** _____
 Name of Company purchasing the ad _____
 Name of Contact Person at Company Purchasing the ad _____
 Phone of Contact Person at Company _____ Email for Contact person _____

2. **Put an "X" in the box beside the desired ad size or website link.**

			X
Full Page Ad	7 ¾" W x 9 7/8" H	\$ 400	
Half Page Ad	7 ¾" W x 5" H	\$ 250	
Quarter Page Ad	3 7/8" W x 5" H	\$ 175	
Business Card	3 ½" W x 2" H	\$ 100	
Website Link	Six Months	\$ 225	
Website Link	One Year	\$ 375	

3. **Make Check Payable to: Dressage4Kids, Inc.**
4. **Return this form, any Camera-Ready Artwork and Payment to:**
 Karen Sprenger, 3 Ridgeview Road, Brewster, NY 10509; Phone 845.278.8006
 Email ads to Karen at sprenk@mac.com

DEADLINE TO RECEIVE ADS: June 29, 2017 – no exceptions

