For Ads Solicited by Competitors for the 2018 Lendon's Youth Dressage Festival Program Book

In order to receive stabling credits, we must have the following information:

- Name of competitor who solicited the ad
- Name of company purchasing the ad
- Contact info for the company purchasing the ad
- Payment for the ad

A copy of the order form should also be sent along with the payment regardless of whether the ad is a digital ad sent via email or camera-ready artwork for ads sent via postal service.

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

- **Artwork, the Order Form and payment (if applicable) should be sent to Karen Sprenger at address listed below.**
- 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.
- Email the Order Form to Karen Sprenger and mail payment [with a print out of the form] to Karen Sprenger at address listed below

Camera Ready Requirements, for ads sent by postal service

- **Artwork, the 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:
Competitor's 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 at Company:

		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 all checks payable to: Dressage4Kids, Inc. and mail to Karen Sprenger at 3 Ridgeview Road, Brewster, NY 10509.

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: May 29, 2018 – no exceptions