



BLACK HILLS Horse Expo

October 20-21-22, 2017
James Kjerstad Event Center
Rapid City, SD

PROGRAM ADVERTISING

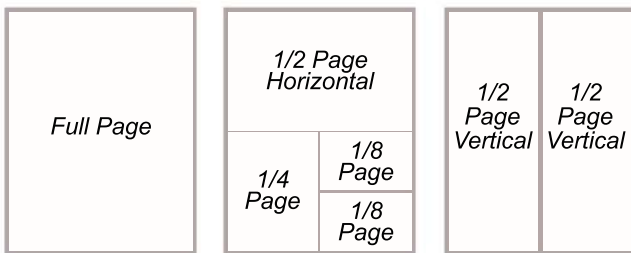
The Black Hills Horse Expo Official Program will be distributed **free** to all attendees. This is an outstanding and affordable way to advertise your horse-related products or services, training facility, or stallion to avid horse people. This invaluable guide contains the complete schedule of events, building maps, biographies of the presenters, vendor list, and much more! Many people keep the program as a resource after the event.

PRINTING SPECIFICATIONS

Program Trim Size: 8.25" x 10.75"
B&W Resolution: 200 dpi
Formats accepted: PDF (preferred), JPEG
No bleeds

Ad Sizes	Dimensions Width/Height	B&W
Back Cover*	7.5" x 10"	\$375
Inside Front Cover*	7.5" x 10"	\$295
Inside Back Cover*	7.5" x 10"	\$295
Full Page	7.5" x 10"	\$220
1/2 Page Horizontal	7.5" x 4.75"	\$135
1/2 Page Vertical	3.5" x 10"	\$135
1/4 Page	3.5" x 4.75"	\$80
1/8 Page	3.5" x 2"	\$50

* Premium Space - check for availability



AD DEADLINE
10/1/17

**Make checks
payable to
Dahl Graphics
& Printing**

QUESTIONS??

Contact Linda Dahl
Dahl Graphics & Printing
Cell: 651-353-8188
Fax: 888-816-9774
bhhe-ads@dahlgraphics.com
www.dahlgraphics.com

INSERTION ORDER

Make check payable to **Dahl Graphics & Printing**
and send completed insertion order to:

Black Hills Horse Expo Program Advertising

Linda Dahl, 39257 Taray Rd, Pine River, MN 56474
email to: bhhe-ads@dahlgraphics.com
or fax to: 888-816-9774

Company _____

Contact Person _____

Address _____

City _____

State _____

Zip _____

Phone Number _____

Email _____

- AD SIZE:**
- Back Cover (\$375)
 - Inside Front Cover (\$295)
 - Inside Back Cover (\$295)
 - Full Page (\$220)
 - 1/2 Page (\$135)
 - 1/4 Page (\$80)
 - 1/8 Page (\$50)

PAYMENT INFORMATION:

- Check Money Order
 VISA MasterCard Discover AmEx

Card #: _____

Exp. _____ V-Code _____

Name as it appears on credit card _____

Credit card billing address (if different than above) _____

I authorize that my card be charged for the amount indicated above for payment of an ad in the Black Hills Horse Expo Official Program.

Authorized Signature _____

Date _____

LAYOUT/DESIGN

There is no additional charge for design of ads to be run in the program or pocket schedule. Proofs will be provided for approval prior to printing.

AD POSITION

The positioning of ads within the program cannot be guaranteed, but every effort will be made to accommodate requests for specific positions. Early submission of your insertion order will help ensure your ad position.

CANCELLATIONS

No cancellations will be accepted or refunds given after the ad deadline.

PAYMENT TERMS

Full payment must be received with the insertion order or by ad deadline. All major credit cards are accepted. A \$25 fee will be charged for any check returned for insufficient funds, closed account, or any other reason.

The Black Hills Horse Expo or Dahl Graphics & Printing reserves the right to reject any ads at any time. Each ad is accepted with the understanding that the advertiser is authorized to publish its contents and they agree to indemnify the Black Hills Horse Expo and Dahl Graphics & Printing against any loss or expense resulting from claims arising out of its publication. The Black Hills Horse Expo or Dahl Graphics & Printing assume no liability for submitted copy

www.blackhillshorseexpo.com