



# BLACK HILLS Horse Expo

**October 5-6-7, 2018**  
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

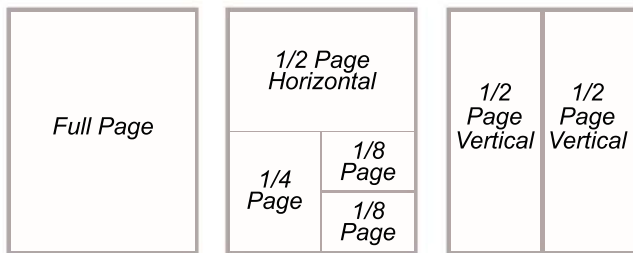
Program Trim Size: 8.25" x 10.75"  
B&W Resolution: 200 dpi  
Formats accepted: PDF (preferred), JPEG  
No bleeds

Ad Sizes	Dimensions Width/Height
Back Cover*	7.5" x 10"
Inside Front Cover*	7.5" x 10"
Inside Back Cover*	7.5" x 10"
Full Page	7.5" x 10"
1/2 Page Horizontal	7.5" x 4.75"
1/2 Page Vertical	3.5" x 10"
1/4 Page	3.5" x 4.75"
1/8 Page	3.5" x 2"

\* Premium Space - check for availability

**AD DEADLINE**  
**9/7/18**

**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:

#### FULL COLOR AD

- Back Cover (color) (\$525)
- Inside Front Cover (\$440)
- Inside Back Cover (\$440)
- Full Page (\$335)
- 1/2 Page (\$225)
- 1/4 Page (\$140)
- 1/8 Page (\$90)

#### B&W AD

- Full Page (\$250)
- 1/2 Page (\$160)
- 1/4 Page (\$100)
- 1/8 Page (\$60)

### 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**