



THE

# Friesian Horse

ASSOCIATION OF NORTH AMERICA



Individual Official Programs will be published for each 2008 FHANA Keuring site and distributed **FREE** to all attendees. Please indicate which programs you would like your ad included.

### WEST CIRCUIT

- 9/18 Midway, UT
- 9/20 Maple Ridge, BC
- 9/22 Olds, Alberta
- 9/24 Monroe, WA
- 9/25 Portland, OR
- 9/27 Napa, CA
- 9/29-30 Tulare, CA
- 10/1-2 Pomona, CA

### CENTRAL CIRCUIT

- 9/18 Spencerville, Ontario
- 9/19-20 Paris, Ontario
- 9/22-24 Hastings, MI
- 9/25 Elkhorn, WI
- 9/26 Custer, WI
- 9/27 Lake Elmo, MN
- 9/29 Baldwin City, KS
- 9/30 Argyle, TX
- 10/1 Castle Rock, CO

### EAST CIRCUIT

- 9/18-19 Northampton, MA
- 9/20 Tewksbury, NJ
- 9/22 Syracuse, NY
- 9/23 Harriman, TN
- 9/24 Pelzer, SC
- 9/25 Weirsdale, FL
- 9/26 Leesburg, VA
- 9/27 New Castle, PA
- 9/30 Coatesville, PA

## ADVERTISING SIZES AND RATES

- Outside Back Cover\* - color..... 4.5" w x 7.5" h..... \$220.00
- Inside Front Cover\* - color..... 4.5" w x 7.5" h..... \$180.00
- Inside Back Cover\* - color..... 4.5" w x 7.5" h..... \$180.00
- Full Page - color..... 4.5" w x 7.5" h..... \$140.00
- Full Page - B&W..... 4.5" w x 7.5" h..... \$90.00
- 1/2 Page - color..... 4.5" w x 3.5" h..... \$75.00
- 1/2 Page -B&W..... 4.5" w x 3.5" h..... \$50.00
- Place ads in all programs - deduct 25%..... - \$ \_\_\_\_\_
- Place ads in three or more programs - deduct 10%..... - \$ \_\_\_\_\_
- FHANA Member - deduct 10%..... - \$ \_\_\_\_\_

\*Premium Space - check for availability  
\$25.00 charge on all returned checks

**TOTAL DUE:**  
\$ \_\_\_\_\_

★ **MAKE CHECKS PAYABLE TO** ★  
**DAHL GRAPHIC DESIGN**

## AD SPACE RESERVATION FORM

Space is sold and assigned on a first-come, first-serve basis. Please print.

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_

E-Mail \_\_\_\_\_

Contact Person \_\_\_\_\_

## CREDIT CARD PAYMENT



Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ V-Code \_\_\_\_\_  
Last three numbers on back of card

Billing Address \_\_\_\_\_  
If different than listed above

City, State, Zip \_\_\_\_\_

Signature \_\_\_\_\_

## AD SPECIFICATIONS

- ◆ Program trim size: 5.5" x 8.5"
- ◆ Color ads - CMYK, 300 dpi; Black & white ads - 200 dpi
- ◆ Formats accepted: PDF (preferred), JPEG (200 dpi)
- ◆ E-mail ads to fhana-ads@dahlgraphics.com

## GENERAL INFORMATION

### AD DEADLINE

All insertion orders and ad copy must be received in our office no later than September 1, 2008. Ads may possibly be accepted after deadline if space and time allows--call for availability!

### LAYOUT/DESIGN

There is no additional charge for the design, layout and typesetting of advertisements to be run in the Official Programs. If time allows, proofs will be provided for approval prior to printing.

### PAYMENT TERMS

Payment in U.S. funds is required in advance of printing. Make checks payable to Dahl Graphic Design and mail to the address below. VISA and MasterCard accepted.

### PREFERRED POSITIONS

Ad placements on specific pages may be granted on a first-come, first-serve basis at the discretion of the publisher.

### CANCELLATIONS

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

### TEAR SHEETS

A tear sheet showing your ad placement will be provided after publication. To make the Program as complete and accurate as possible, printing schedules do not allow Program availability until after the inspection.

## SEND AD AND PAYMENT TO

**Dahl Graphic Design**  
39257 Taray Road ♦ Pine River, MN 56474  
Phone: 888-403-2060 ♦ 218-543-4040  
Cell: 651-353-8188 ♦ Fax: 218-543-4450  
E-mail: fhana-ads@dahlgraphics.com

**AD DEADLINE**  
**SEPTEMBER 1, 2008**