



THE

# Friesian Horse

ASSOCIATION OF NORTH AMERICA



Individual Official Programs will be published for each 2011 FHANA Keuring site and distributed **FREE** to all attendees. The ad rates below are for each individual program. Please indicate which programs you would like your ad included.

CANADIAN CIRCUIT		EAST CIRCUIT			WEST CIRCUIT				
<input type="checkbox"/> 9/19	Quebec	<input type="checkbox"/> 9/22	Swanzey, NH	<input type="checkbox"/> 9/28	Morristown, TN	<input type="checkbox"/> 9/20-21	Marshfield, WI	<input type="checkbox"/> 9/27	Monroe, WA
<input type="checkbox"/> 9/20-21	Paris, ON	<input type="checkbox"/> 9/23-24	Ionia, MI	<input type="checkbox"/> 9/30	Weirsdale, FL	<input type="checkbox"/> 9/22	Baldwin City, KS	<input type="checkbox"/> 9/28	Santa Rosa, CA
<input type="checkbox"/> 9/22	Olds, AB	<input type="checkbox"/> 9/26	Wilmington, OH	<input type="checkbox"/> 10/3	Coatesville, PA	<input type="checkbox"/> 9/23	Denton, TX	<input type="checkbox"/> 9/30-10/1	Hanford, CA
<input type="checkbox"/> 9/24	Chilliwack, BC	<input type="checkbox"/> 9/27	Huntersville, NC	<input type="checkbox"/> 10/4	Lexington, VA	<input type="checkbox"/> 9/24	Parker, CO	<input type="checkbox"/> 10/3-4	Del Mar, CA
						<input type="checkbox"/> 9/26	Queen Creek, AZ		

## ADVERTISING SIZES AND RATES

- Outside Back Cover\* - color..... 4.5" w x 7.5" h..... \$300.00
- Inside Front Cover\* - color..... 4.5" w x 7.5" h.....\$200.00
- Inside Back Cover\* - color..... 4.5" w x 7.5" h.....\$200.00
- Full Page - color..... 4.5" w x 7.5" h.....\$150.00
- Full Page - B&W..... 4.5" w x 7.5" h.....\$100.00
- 1/2 Page - color..... 4.5" w x 3.5" h.....\$80.00
- 1/2 Page - B&W..... 4.5" w x 3.5" h.....\$50.00

### DEDUCTIONS

- Place ads in all programs - deduct 20%.....OR - \$ \_\_\_\_\_
- Place ads in three or more programs - deduct 10%..... - \$ \_\_\_\_\_
- FHANA Member - deduct 5%..... - \$ \_\_\_\_\_

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

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

★ **MAKE CHECKS PAYABLE TO DAHL GRAPHICS & PRINTING** ★

## 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 the deadlines listed below. 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 Graphics & Printing and mail to the address below. VISA, MasterCard and Discover 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 Graphics & Printing**  
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, 2011**

*The Friesian Horse Association of North America or Dahl Graphics & Printing assume no liability for submitted copy errors.*