2019 PROGRAM ADVERTISING

The Horse Crazy Holiday Market Official Program will be distributed ***free*** to all attendees. This is an outstanding and affordable way to advertise your horse-related products or services at this equine-themed, free-spirited marketplace filled with over 100 vendors, artisans and exhibitors featuring goods, gifts and services for horse lovers.

PRINTING SPECIFICATIONS

Program Trim Size:
8.5" x 11"

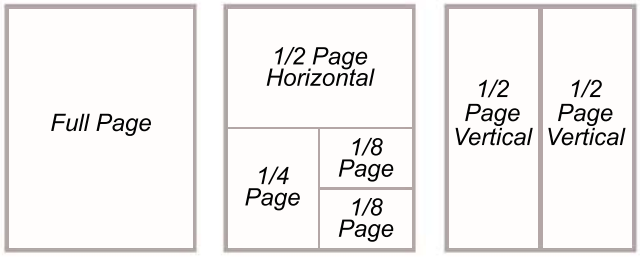
Color CMYK 300 dpi
B&W 200 dpi

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
11/15/19

Make checks payable to Dahl Graphics & Printing

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

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 Horse Crazy Market 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 Horse Crazy Market 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 errors.

INSERTION ORDER

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

Horse Crazy Market Program Advertising
Linda Dahl, 4755 N Parrot Ln, Marana, AZ 85653
email to: hcm-ads@dahlgraphics.com

_____
Company

_____
Contact Person

_____
Address

_____
City *State* *Zip*

_____
Phone Number

_____
Email

AD SIZE:

FULL COLOR AD	B&W AD
☐ Back Cover (color) ($525)	☐ Full Page ($250)
☐ Inside Front Cover ($440)	☐ 1/2 Page ($160)
☐ Inside Back Cover ($440)	☐ 1/4 Page ($100)
☐ Full Page ($335)	☐ 1/8 Page ($60)
☐ 1/2 Page ($225)	
☐ 1/4 Page ($140)	
☐ 1/8 Page ($90)	

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 Horse Crazy Market Official Program.

Authorized Signature _____

Date _____

www.horsecrazymarket.com