

# 34th Annual Iowa Horse Fair



**April 6-8, 2018**

**Iowa State Fairgrounds  
Des Moines, Iowa**

*Where Dreams Are Born!*

## PROGRAM ADVERTISING

The 34th Annual Iowa Horse Fair 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"

Resolution: Color - CMYK 300 dpi; B&W 200 dpi

Formats accepted: PDF (preferred), JPEG ♦ No bleeds

**GLOSSY PROGRAM**

Ad Sizes	Dimensions Width/Height	Full Color	B&W
Back Cover*	7.5" x 10"	\$600	N/A
Inside Front Cover*	7.5" x 10"	\$500	N/A
Inside Back Cover*	7.5" x 10"	\$500	N/A
Full Page	7.5" x 10"	\$385	\$290
1/2 Page Horizontal	7.5" x 4.75"	\$260	\$185
1/2 Page Vertical	3.5" x 10"	\$260	\$185
1/4 Page	3.5" x 4.75"	\$160	\$115
1/8 Page	3.5" x 2"	\$110	\$90

\* Premium Space - check for availability

**AD DEADLINE  
3/2/18**

### QUESTIONS??

Contact

Linda Dahl

Dahl Graphics & Printing

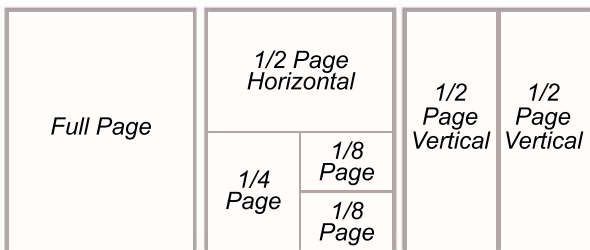
Toll Free: 888-403-2060

Cell: 651-353-8188

Fax: 888-816-9774

ihf-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 Iowa Horse Fair 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 Iowa Horse Fair and Dahl Graphics & Printing against any loss or expense resulting from claims arising out of its publication. The Iowa Horse Fair 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:

**Program Advertising Iowa Horse Fair**

4755 N Parrot Ln, Marana, AZ 85653

or fax insertion order to: 888-816-9774

or email to: ihf-ads@dahlgraphics.com

Company \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

### AD SIZE:

FULL COLOR AD

B&W AD

Back Cover (\$600)

Full Page (\$290)

Inside Front Cover (\$500)

1/2 Page (\$185)

Inside Back Cover (\$500)

1/4 Page (\$115)

Full Page (\$385)

1/8 Page (\$90)

1/2 Page (\$260)

1/4 Page (\$160)

1/8 Page (\$110)

### 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 Iowa Horse Fair event program or pocket schedule.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_