



OFFICIAL PROGRAM ADVERTISING

The Official Program will be distributed **FREE** to all attendees of the **2010 Iowa Horse Fair**

April 9-11, 2010
Des Moines, IA
www.iowahorsecouncil.org

ADVERTISING SIZES AND RATES

| | Ad Size | Color | B&W |
|--|-------------------|----------|----------|
| <input type="checkbox"/> Outside Back Cover* | 7.5" w x 10" h | \$525.00 | N/A |
| <input type="checkbox"/> Inside Front Cover* | 7.5" w x 10" h | \$440.00 | N/A |
| <input type="checkbox"/> Inside Back Cover* | 7.5" w x 10" h | \$440.00 | N/A |
| <input type="checkbox"/> Full Page | 7.5" w x 10" h | \$335.00 | \$250.00 |
| <input type="checkbox"/> 1/2 Page | 7.5" w x 4.75" h | \$225.00 | \$160.00 |
| <input type="checkbox"/> 1/4 Page | 3.25" w x 4.75" h | \$140.00 | \$100.00 |
| <input type="checkbox"/> 1/8 Page | 3.5" w x 2" h | \$ 80.00 | \$ 60.00 |

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

TOTAL DUE:
\$ _____

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

ADVERTISING 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 in signature area on back of card

Billing Address _____
If different than listed above

City, State, Zip _____

Signature _____

AD SPECIFICATIONS

- ◆ Program trim size: 8.25" x 10.75"
- ◆ Resolution 200 dpi, Color: CMYK
- ◆ Formats accepted: PDF (preferred), JPEG (200 dpi)
- ◆ No bleeds
- ◆ Camera-ready art may also be mailed unfolded (scanning may cause some loss of quality)
- ◆ E-mail ads to ihf-ads@dahlgraphics.com

GENERAL INFORMATION

AD DEADLINE

All insertion orders and ad copy must be received in our office no later than the ad deadline. 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 this Official Program. 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, 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 upon request. To make the Program as complete and accurate as possible, printing schedules do not allow Program availability until the Iowa Horse Fair.

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: ihf-ads@dahlgraphics.com
www.dahlgraphics.com

AD DEADLINE
MARCH 12, 2010

The Iowa Horse Fair or Dahl Graphic Design assume no liability for submitted copy errors.