



# OFFICIAL PROGRAM ADVERTISING

The Official Program will be distributed **FREE** to all attendees of the **2012 Iowa Horse Fair**

March 30-31, & April 1, 2012  
Des Moines, IA  
www.iowahorsecouncil.org

## ADVERTISING SIZES AND RATES

	<b>Ad Size</b>	<b>Color</b>	<b>B&amp;W</b>
<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	\$ 90.00	\$ 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: Color: CMYK, 300 dpi; B&W: 200 dpi
- ◆ Formats accepted: PDF (preferred), JPEG
- ◆ No bleeds
- ◆ E-mail ads to [ihf-ads@dahlgraphics.com](mailto: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 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 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](mailto:ihf-ads@dahlgraphics.com)  
[www.dahlgraphics.com](http://www.dahlgraphics.com)

**AD DEADLINE  
MARCH 1, 2012**

*The Iowa Horse Fair or Dahl Graphics & Printing assume no liability for submitted copy errors.*