



April 28-29-30, 2017

Minnesota State Fairgrounds

St. Paul, MN

PROGRAM ADVERTISING

The Minnesota Horse Expo 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"

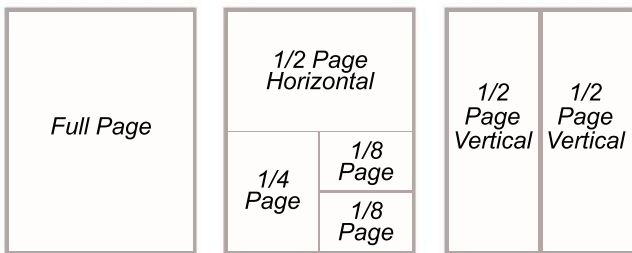
Resolution: Color - CMYK, 300 dpi; B&W - Grayscale, 200 dpi

Formats accepted: PDF, JPEG

No bleeds

Ad Sizes	Dimensions Width/Height	Full Color	B&W
Back Cover*	7.25" x 9.75"	\$750	N/A
Inside Front Cover*	7.25" x 9.75"	\$600	N/A
Inside Back Cover*	7.25" x 9.75"	\$600	N/A
Full Page	7.25" x 9.75"	\$500	\$375
1/2 Page Horizontal	7.25" x 4.75"	\$275	\$200
1/2 Page Vertical	3.5" x 9.75"	\$275	\$200
1/4 Page	3.5" x 4.75"	\$175	\$115
1/8 Page	3.5" x 2"	\$105	\$70

* Premium Space - check for availability



AD DEADLINE
3/31/17

Make checks payable to Minnesota Horse Expo

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

INSERTION ORDER

Make check payable to MN HORSE EXPO

and send completed insertion order to:

Program Advertising MN Horse Expo

39257 Taray Rd, Pine River, MN 56474

or fax insertion order to: 888-816-9774

Company _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

Email _____

AD SIZE:

FULL COLOR AD

- Back Cover (\$750)
- Inside Front Cover (\$600)
- Inside Back Cover (\$600)
- Full Page (\$500)
- 1/2 Page (\$275)
- 1/4 Page (\$175)
- 1/8 Page (\$105)

B&W AD

- Full Page (\$375)
- 1/2 Page (\$200)
- 1/4 Page (\$115)
- 1/8 Page (\$70)

PAYMENT INFORMATION:

- Check Money Order
- VISA MasterCard Discover

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 Minnesota Horse Expo Official Program..

Authorized Signature _____

Date _____

LAYOUT/DESIGN

All ads must be submitted camera-ready (preferably in PDF format). If you need ad layout, please contact Dahl Graphic Design for a cost estimate.

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. VISA, MasterCard and Discover accepted. A \$25 fee will be charged for any check returned for insufficient funds, closed account, or any other reason.

The Minnesota Horse Expo 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 Minnesota Horse Expo and Dahl Graphics & Printing against any loss or expense resulting from claims arising out of its publication. The Minnesota Horse Expo or Dahl Graphics & Printing assume no liability for submitted copy errors.

www.mnhorseexpo.org