

# MID SOUTH HORSE FEST

February 13-14, 2010 ♦ Memphis, TN  
www.midsouthhorsefest.com

## OFFICIAL PROGRAM ADVERTISING

The Official Program contains the schedule and speaker information and will be distributed FREE to all attendees of the 2010 Mid South Horse Fest

### AD SPECIFICATIONS

- ♦ Program trim size: 8.5" x 11"
- ♦ Black and white ads - resolution 200 dpi
- ♦ 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 mshf-ads@dahlgraphics.com

### ADVERTISING SIZES AND RATES

<input type="checkbox"/> Outside Back Cover*	7.5" w x 10" h	\$375.00
<input type="checkbox"/> Inside Front Cover*	7.5" w x 10" h	\$295.00
<input type="checkbox"/> Inside Back Cover*	7.5" w x 10" h	\$295.00
<input type="checkbox"/> Full Page	7.5" w x 10" h	\$220.00
<input type="checkbox"/> 1/2 Page	7.5" w x 4.75" h	\$135.00
<input type="checkbox"/> 1/4 Page	3.25" w x 4.75" h	\$ 80.00
<input type="checkbox"/> 1/8 Page	3.5" w x 2" h	\$ 50.00

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

**TOTAL DUE:**  
\$ \_\_\_\_\_

### 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 Mid South Horse Fest.

### 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 \_\_\_\_\_

### 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: mshf-ads@dahlgraphics.com  
www.dahlgraphics.com

**AD DEADLINE**  
**JANUARY 29, 2010**