



# Northern Illinois Horse Fest

August 28-29, 2010  
Kane County Fairgrounds  
St. Charles, IL

www.noillinoishorsefest.com

## OFFICIAL PROGRAM ADVERTISING

The Official Program will be distributed **FREE** to all attendees of the **2010 Northern Illinois Horse Fest**

### AD SPECIFICATIONS

- ♦ Program trim size: 8.25" x 10.75"
- ♦ Resolution 200 dpi, Color: CMYK
- ♦ Formats accepted: PDF (preferred), JPEG (200 dpi)
- ♦ No bleeds
- ♦ E-mail ads to nilhf-ads@dahlgraphics.com

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

### 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 Northern Illinois Horse Fest.

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

**AD DEADLINE  
JULY 30, 2010**

*The Northern Illinois Horse Fest or Dahl Graphic Design assume no liability for submitted copy errors.*