



# Dressage at Devon

Sept. 27 - Oct. 2, 2022  
www.dressageatdevon.org

## 2022 Program\* Advertiser's Contract

Advertiser's Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

Advertising Agency (if applicable): \_\_\_\_\_ Contact Person / Tel: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_ Signature: \_\_\_\_\_

### Follow these 3 easy steps to submit your ad

**1 Reserve Ad Space**  
Complete and email your contract to [kdress@ptd.net](mailto:kdress@ptd.net)  
Kathy Dress/Dress Media  
610-420 9964

**2 Payment**  
Please make check out to "Dressage at Devon."  
Mail check & contract to  
Kathy Dress/Dress Media  
8 Bungalow Village Way  
Aiken, SC 29803  
If you wish to pay by credit card there will be a 2.75% surcharge



Scan this code to pay online

**3 Submit artwork electronically**  
Send camera-ready ads to  
Andie Chalfant at  
[android99@verizon.net](mailto:android99@verizon.net)  
**Advertiser is responsible for timely ad submission.**  
**This contract is your invoice for payment.**

**Ad Deadline September 9, 2022 • Ad placement not guaranteed if submitted late.**

### Rate Card - All ad rates are NET

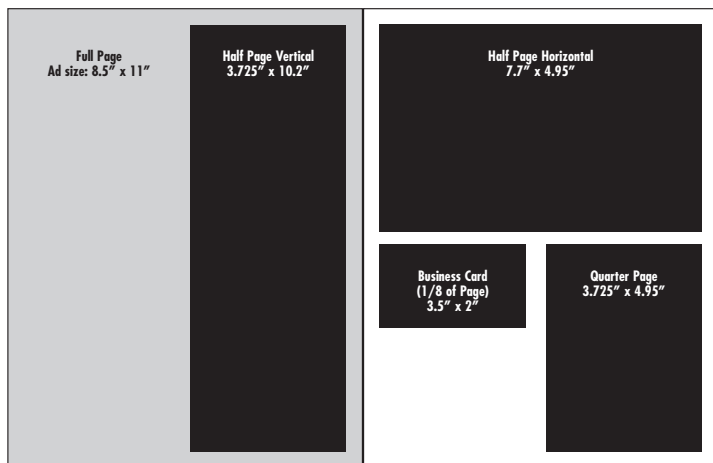
#### ALL ADS ARE FULL COLOR

Check selection	Description	Rate Ad	Size (Width X Depth)	Bleed Size (Width X Depth)
<input type="radio"/>	Outside Back Cover	\$1,500.00	7.7" x 10.2"	8.75" x 11.25"
<input type="radio"/>	Inside Front or Back Cover	\$1,200.00	7.7" x 10.2"	8.75" x 11.25"
<input type="radio"/>	Full Page	\$800.00	7.7" x 10.2"	8.75" x 11.25"
<input type="radio"/>	Half Page Vertical	\$450.00	3.725" x 10.2"	n/a
<input type="radio"/>	Half Page Horizontal	\$450.00	7.7" x 4.95"	n/a
<input type="radio"/>	Quarter Page	\$250.00	3.725" x 4.95"	n/a
<input type="radio"/>	Eighth Page (Business Card)	\$150.00	3.5" x 2"	n/a
<input type="radio"/>	Eighth Page (Business Card)	\$75.00 (vendors only)	3.5" x 2"	n/a

### 2022 program will be FULL COLOR!

Advertisers at half page and up will receive additional exposure on Dressage at Devon's social media platforms.

**20% fee for specific placement (full-page ads only)**



### Digital Specifications

The Official Program for Dressage at Devon 2022 will be available in a digital format – accessible on smart phones, tablets and computers – as well as printed copies, back by popular demand!

Class and entry information will be current to start of show date in the digital version.

The digital program will have live links to advertisers' websites. There will be one link per ad unless advertiser submits interactive PDF with multiple working links in place and the links stay active once imported as ePub.

Preferred format for digital advertising is Adobe Acrobat PDF. Other acceptable formats for ads are EPS, JPEG or TIFF files with a resolution of 300dpi.

If ad files do not meet the specs, design **charges will be assessed** for the time to correct the format: \$70 per hour; \$10 each additional 15 minutes.

Fonts: All fonts must be embedded/outlined.

Photos: All photos must be 300dpi.

Software: InDesign, PhotoShop or Illustrator.

**Microsoft Publisher or Word are NOT supported.**

Format: PDF, TIFF, JPG, EPS (all Illustrator EPS's or .ai's, text should be converted to outlines; all colors converted to RGB; all linked images included).

**Send ad files (not contract) to:** [android99@verizon.net](mailto:android99@verizon.net)  
For *production* related questions, please email the above address or call Andie Chalfant at: 302-559-9642

**\*Available in both print and digital versions.**