



# Dressage at Devon

Sept. 24 - 29, 2024  
www.dressageatdevon.org

## 2024 Program Advertiser 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 ads 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, 2024 • Ad inclusion is NOT guaranteed if submitted late.**

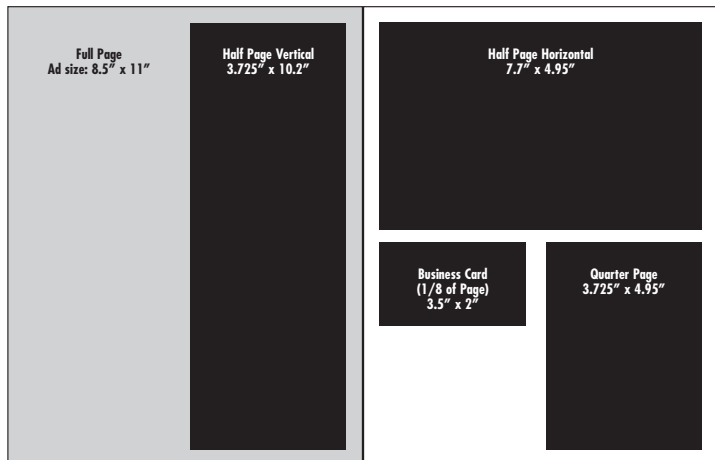
### Rate Card - Ad rates are NET

**ALL ADS ARE FULL COLOR**

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

**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 will be available in a **digital format** – accessible on smart phones, tablets and computers.

Class and entry information will be current to start of show date.

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 PDF. Other acceptable formats are EPS, JPEG or TIFF files with a resolution of 300dpi.

If ad files do not meet the specifications, 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 or .ai files: text should be converted to outlines; all colors converted to RGB; all linked images and fonts 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