



Presented by
CaptiveOne | ADVISORS™

2019 Advertising Specifications

Venue: Flintfields Horse Park, Williamsburg, MI

Distribution: Digital 15,000 & Print 2,500

Exhibitor Prize List Deadlines

Closing Date: January 31, 2020
Materials Due: February 8, 2020
Publication Date: March 2020

Souvenir Program Deadlines

Closing Date: May 24, 2019
Materials Due: May 31, 2019
Publication Date: July 3, 2019

DIMENSIONS

Sizes	Width"	x	Depth"
Trim Size	8.500	x	11.000
Full Page Bleed	8.625	x	11.125
Full Page Live Area	7.250	x	9.750
1/2 Page (H)	7.250	x	4.750
1/2 Page (V)	3.500	x	9.750
1/4 Page (V)	3.500	x	4.500
1/4 Page (H)	7.250	x	2.250
1/8 Page	3.500	x	2.000

PRODUCTION CHARGES

Advertisers must supply electronic digital files of advertisement materials or a charge will apply. Advertiser may be charged for any or all of the following: design, layout, art, scans of logos, photographs, line drawings, artwork, retouching due to the poor condition of supplied artwork (ad), typography; and/or client alterations. Special design services available based on evaluation.

DIGITAL PRE-PRESS REQUIREMENTS

- ❖ Files to be emailed to: mary@mmg.management or use Dropbox; wetransfer.com; hightailit.com
- ❖ P.O. Box 1375, Bradenton, FL 34206
- ❖ (941) 744-5465
www.greatlakeesequestrianfestival.com
- ❖ PDF file preferred (PDF/X-1a:2001) or set to press quality: Compression settings to none & embed all font's.
- ❖ Native files are acceptable (i.e. Photoshop, Xpress) Prefer conversion to high resolution PDF (PDF/X-1a:2001 setting).
- ❖ CD'S: All disks should be labeled with name of job, contact, phone number and file format.
- ❖ All color ads should indicate trims and bleeds where applicable.
- ❖ Please eliminate all unused data and supply only the files to be output on disk or email.

LAYOUT/SCANS/IMAGES

- ❖ Build pages to trim size and extend bleed .125" beyond page edge. Keep live area matter .25" from final trim.
- ❖ Scanned images should not be enlarged beyond 110% or reduced below 50% in the layout application.
- ❖ Do NOT nest EPS files within other EPS files.
- ❖ Color scan images should be CMYK (RGB mode is not supported). Image density should be 280% maximum.
- ❖ Duotones must be in CMYK mode.
- ❖ Image file format should be TIF or EPS.
- ❖ JPG, GIF, PICT, BMP and WORD formats are NOT acceptable and are not supported.
- ❖ Delete all extraneous alpha channels, pasteboard items, styles, etc not needed for final output



ADVERTISING SPACE FORM

- Exhibitor Prize List**
 Souvenir Program
 Housing Listing web only
 Closing date Feb 8
 Closing date May 31
 check publications for ad placements

ADVERTISER: _____

Address: _____

Phone/Fax: _____

Contact: _____

Email: _____

Signature: _____

Date: _____

<i>Per Insertion Rates</i>		
	Black/White	Color
Full Page	\$725	\$1,250
½ Page	\$475	\$725
¼ Page	\$225	\$425
⅛ Page	\$150	\$325
Housing listing prize list & web	\$175	
Housing Listing web only	\$100	
Premium Positions – color only	\$1,950	

INSTRUCTIONS

Size & Shape (e.g. 1/2 page vertical)	Insertion Rate	Total Due
_____	\$ _____	\$ _____

Special instructions and/or copy to set _____

Material coming from _____ On this Date: _____

All advertising space requires payment in full upon submission of materials. Cancellations cannot be accepted after published closing dates. All copy, including all elements is subject to Publishers approval. Advertiser and/or agency acknowledges receipt of and agrees to the terms and conditions included in the advertising specifications.

Please make **checks payable** (credit cards not accepted) to and send all materials to the following:

TRAVERSE CITY HORSE SHOWS LLC
Attn: Mary K. Silcox - email mary@mmg.management
 P.O. Box 1375, Bradenton, FL 34206
 (941) 744-5465 / www.greatlakesequestrianfestival.com