

2021 NATIONAL CHAMPIONSHIP SHOW  
SOUTHWEST WORKING EQUITATION  
CABALLOS BAILADORES NACIONAL

SHOW PROGRAM ADVERTISING

AD SIZES AND RATES

Size	Specifications Width x height in inches	Cost	Qty	Total
Inside Front Cover *	7.5 x 10"	\$600		
Inside Back Cover *	7.5 x 10"	\$500		
Back Cover *	7.5 x 10"	\$750		
Centerfold (2 pg color)*	17 x 11"	\$1000		
2 Page Color Spread	17 x 11"	\$850	X	
1 Page Color	7.5 x 10"	\$500	X	
1 Page B & W	7.5 x 10"	\$300	X	
<i>For above, allow .25" on all four sides to bleed. Keep critical design inside 0.5" of trim on all sides.</i>				
½ Page Color horizontal	7.5 x 4.75"	\$350	X	
½ Page Color vertical	3.5 x 10"	\$350	X	
½ Page B & W horizontal	7.5 x 4.75"	\$200	X	
½ Page B & W vertical	3.5 x 10"	\$200	X	
¼ Page Color	3.5 x 4.75"	\$225	X	
¼ Page B & W	3.5 x 4.75"	\$125	X	
Business Card color	3.5 x 2"	\$100	X	
<b>Grand Total</b>				

\*First-come, first-served; For availability contact Show Manager Sandra Jacob [hndsnhves2@aol.com](mailto:hndsnhves2@aol.com)

**PROGRAM SIZE 8.5 x 11"**

**RATES DO NOT include design; ads must be sent print ready**

**MEDIA AND DELIVERY Specification Guidelines:**

- **File types:** EPS, TIFF, Photoshop, Illustrator file or PDF
- **Color:** must be CMYK
- **B&W:** grayscale only, 300 dpi
- **Applications preferred:** QuarkXpress file (Mac), InDesign, Photoshop, Illustrator, or high resolution (print quality) Adobe Acrobat PDF. Include all images and Mac fonts used in layout.
- **Submit electronic files of up to 15MB or less by email with form**
- **Larger files:** Contact [hndsnhves2@aol.com](mailto:hndsnhves2@aol.com) for dropbox delivery

***Ads and payment must be received no later than September 15, 2021***