

2021 NATIONAL CHAMPIONSHIP SHOW,
OPEN 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	
Grand Total				

*First-come, first-served; For availability contact Show Manager Sandra Jacob 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 for dropbox delivery

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

INTERNATIONAL ANDALUSIAN & LUSITANO HORSE ASSOCIATION
AND IALHA EDUCATION ASSOCIATION

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INFORMATION:

Type or clearly print EXACTLY as information should appear

Farm/Business _____ Owner _____
Contact Person _____ Contact phone _____
Address _____
City _____ State _____ Zip _____
Phone _____ E-mail _____
Website _____
Facebook _____ Instagram _____

PAYMENT:

Due September 15 2021 in order to be in program.

Send separate from show entries.

Check: Enclose with completed forms (make out to IALHA Education Association): Check # _____
and mail to: IALHA 22 Inverness Center Pkwy #155 Birmingham, AL 35242

PayPal: email completed forms to robin@ialha.org and request an invoice for online payment
Or call 205-995-8900

Credit card: MasterCard Visa American Express
email completed forms to robin@ialha.org, call 205-995-8900, or mail to address below

Credit card #: _____ Exp. date: _____ CCV Code: _____

Name on card: _____

Billing Address: _____

Signature: _____

For office use
only

Master SS entry

ad received