

**INTERNATIONAL ANDALUSIAN & LUSITANO
HORSE ASSOCIATION**

2023 NATIONAL CHAMPIONSHIP SHOW

**SHOW ADVERTISING
AD SIZES AND RATES**

<i>Size</i>	<i>Specifications Width x height in inches</i>	<i>Cost</i>	<i>Qty</i>	<i>Total</i>
<i>Back Cover *</i>	7.5 x 10"	\$650		
<i>Inside Front Cover *</i>	7.5 x 10"	\$500		
<i>Inside Back Cover *</i>	7.5 x 10"	\$400		
<i>Centerfold (2 pg color)*</i>	17 x 11"	\$800		
2 Page Color Spread	17 x 11"	\$750	X	
1 Page Color	7.5 x 10"	\$400	X	
1 Page B & W	7.5 x 10"	\$200	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 / vert	7.5 x 4.75" / 3.5 x 10"	\$250	X	
½ Page B & W horiz / vert	7.5 x 4.75" / 3.5 x 10"	\$200	X	
¼ Page Color	3.5 x 4.75"	\$125	X	
¼ Page B & W	3.5 x 4.75"	\$100	X	
Business Card color	3.5 x 2"	\$75	X	
Grand Total				

*First-come, first-served; For availability contact marketing@ialha.org.

Finished Program Size 8.5 x 11" pdf

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 marketing@ialha.org

Ads and payment must be received no later than October 10, 2023

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PAYMENT INFORMATION:

Please complete all applicable fields and 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: _____

Due September 15 2023 in order to be in the show program.

**Email completed forms to robin@ialha.org
or send by USPS to address below.**

If paying by check, make out to IALHA
and mail to IALHA using address below.
checks are preferred to avoid processing fees

If paying by PayPal or credit card, please call 205-995-8900
or email robin@ialha.org to request an invoice

We are happy to help;
please don't hesitate to email robin@ialha.org
or call 205-995-8900 for assistance.

For office use
only

Master SS entry

ad received

sent to show management