
NEWS

**For information:**

Joy A. Meierhans
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TO: Illinois Horse Fair Advertisers and Exhibitors

FR: Joy Meierhans, Horse Fair Manager

RE: Program Advertising

As always, our goal is to produce an excellent selling climate at Illinois Horse Fair for our valued exhibitors and an event program with a significant after-life for our advertisers.

Featured clinicians include RFD-TV's Julie Goodnight and Ryan Gingerich, along with Trainer/Showman Tommie Turvey and Ray Hunt protege Mark Schwarm.

New this year is Tommie Turvey's Night of Amazing Horses show Friday and Saturday nights – Roman riding, chariot racing, liberty acts and rib-tickling comedy routines.

The three-day format continues opening Friday from 1 to 7 p.m. for early-bird shopping and training sessions. (The demos, stallions and HorsesForSale will start on Saturday.)

Our program is distributed free to all Horse Fair visitors, who use it as a reference to Fair activities and a source for buying contacts long after the Fair is over.

Advertising in the Illinois Horse Fair program will....

**catch the attention of
thousands of potential buyers.**

Turn our thousands of attendees into customers; reserve your program ad space today!

Deadline for advertising space is February 5. Rates and mechanical information are enclosed. Space reservations and ad copy should be sent directly to:

Bob Meierhans
Illinois Horse Fair Program
43W734 Old Midlothian Road
Elburn, IL 60119-9661
Phone: (630) 557-2575
Fax: (630) 557-2626
Email: Bob@TheMeierhans.com

(Contract applications for the 21st annual Illinois Horse Fair, March 5-7, have been sent separately.)

Program Advertising Rates & Mechanical Specifications



21st Annual ILLINOIS **State Fairgrounds**
March 5-7, 2010 **HORSE FAIR** **Springfield**

Here's how advertisers will benefit

- The official program of the 2010 Illinois Horse Fair will be distributed **FREE** to all visitors.
- Visitors will use this program as a reference to Horse Fair activities and buying contacts **all year long**.
- This is your opportunity to **catch the attention of thousands** of potential buyers.
- Illinois Horse Fair delivers **more horse owners than any other Illinois equine event**. More than 10,000 attend to buy from vendors selling "all things equestrian" and learn from experts in horse training and management.
- This year's fair will showcase **more than 25 horse breeds**.

Black-White only

Ad Space Rates	(prices for camera-ready/digital)
Inside front cover	\$350
Inside back cover	\$320
Back cover	\$375
Center spread	\$650
Full page	\$295
Half page	\$185
Quarter page	\$115
	\$ 10 for each additional photograph

Ad Space Sizes

Program trim	5.5" x 8.5"
Full page	5.0" x 8.0"
Half page	5.0" x 4.0"
Quarter page	2.5" x 4.0"
Photo/tints	133-line screen

Payment: Return the reservation form below with full payment. All money is due by February 5, 2010. Please make checks payable to Illinois Horse Fair.

Discount: Illinois Horse Fair exhibitors and vendors qualify for a 10 percent discount on advertising space costs.

Camera-ready/digital files: Camera-ready is an ad that is ready to be sent to the printer. The ad must meet the size requirement and be in black on quality white paper. We reserve the right to determine if an ad is camera-ready. Ads that are not camera-ready will incur a \$40 design charge. Digital files accepted include PDF, EPS, Photoshop, Illustrator, InDesign, Pagemaker. **Press Quality PDF is preferred.**

If you would like to have your ad designed for you, please add \$40 to the space cost and include logos, pictures, and what you would like your ad to say.

Deadline: February 5, 2010

Materials to: Bob Meierhans, program ad production
 43W734 Old Midlothian Road
 Elburn, IL 60119-9662
 (630) 557-2575
 Bob@TheMeierhans.com

Advertising Reservation Form: MAKE CHECK PAYABLE TO ILLINOIS HORSE FAIR, and mail by February 5, 2010, to Illinois Horse Fair Program, 43W734 Old Midlothian Road, Elburn, IL 60119-9662.

The quality of the published ad depends upon the materials you provide. Illinois Horse Fair and Horsemen's Council of Illinois assume no liability for submitted copy errors.

Company Name _____
 Address _____
 City/State/Zip _____
 Day Phone () _____
 Fax () _____
 Email _____
 Contact person _____
 Authorized signature _____

Please reserve...

___ Inside front cover	\$350
___ Inside back cover	\$320
___ Back cover	\$375
___ Center spread	\$650
___ Full page	\$295
___ Half page	\$185
___ Quarter page	\$115

Check if you...
___ are an exhibitor or vendor (deduct 10%)
___ would like your ad designed for you (add \$40)

Horsemen's Council of Illinois proudly produces Horse Fair and thanks you for your support!