

Program Advertising Rates & Mechanical Specifications



23rd Annual **ILLINOIS** **State Fairgrounds**
March 2-4, 2012 **HORSE FAIR** **Springfield**

Here's how advertisers will benefit

- The official program of the 2012 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 digital input)

Inside front cover	\$370	\$333*	*Exhibitor Discount
Inside back cover	\$340	\$306*	
Back cover	\$395	\$355*	
Center spread	\$690	\$621*	
Full page	\$310	\$279*	
Half page	\$195	\$175*	
Quarter page	\$120	\$108*	
	\$ 15 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 3, 2011. Please make checks payable to Illinois Horse Fair.

Discount: Illinois Horse Fair exhibitors and vendors qualify for a discount on advertising space costs (See rate schedule).

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 \$50 design charge. Digital files accepted include PDF, EPS, Photoshop, Illustrator, InDesign. **Press Quality PDF is preferred.**

If you would like to have your ad designed for you, please add \$50 to the space cost and include logos, pictures, and what you would like your ad to say.

Deadline: February 3, 2012

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 3, 2012, 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 _____	Please reserve...
Address _____	___ Inside front cover \$370 \$333* *Exhibitor Discount
City/State/Zip _____	___ Inside back cover \$340 \$306*
Day Phone () _____	___ Back cover \$395 \$355* Please indicate:
Fax () _____	___ Center spread \$690 \$621* <input type="checkbox"/> Exhibitor
Email _____	___ Full page \$310 \$279* <input type="checkbox"/> Non-Exhibitor
Contact person _____	___ Half page \$195 \$175*
Authorized signature _____	___ Quarter page \$120 \$108*

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