



# OFFICIAL PROGRAM ADVERTISING

The Official Program will be distributed **FREE** to all attendees of the **2012 Minnesota Horse Expo**

April 27-29, 2012  
Minnesota State Fairgrounds  
St. Paul, MN

## ADVERTISING SIZES AND RATES

	<u>Ad Size</u>	<u>Color</u>	<u>B&amp;W</u>
<input type="checkbox"/> Outside Back Cover*	7.5" w x 10" h	\$650.00	N/A
<input type="checkbox"/> Inside Front Cover*	7.5" w x 10" h	\$525.00	N/A
<input type="checkbox"/> Inside Back Cover*	7.5" w x 10" h	\$525.00	N/A
<input type="checkbox"/> Full Page	7.5" w x 10" h	\$425.00	\$325.00
<input type="checkbox"/> 1/2 Page	7.5" w x 4.75" h	\$240.00	\$175.00
<input type="checkbox"/> 1/4 Page	3.5" w x 4.75" h	\$150.00	\$100.00
<input type="checkbox"/> 1/8 Page	3.5" w x 2" h	\$ 90.00	\$ 60.00

\*Premium Space - check for availability  
\$25.00 charge on all returned checks

**TOTAL DUE:**

\$ \_\_\_\_\_

★ **MAKE CHECKS PAYABLE TO MINNESOTA HORSE EXPO** ★

## ADVERTISING SPACE RESERVATION FORM

Space is sold and assigned on a first-come, first-serve basis. Please print.

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_

E-Mail \_\_\_\_\_

Contact Person \_\_\_\_\_

## CREDIT CARD PAYMENT



Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

V-Code \_\_\_\_\_

Last three numbers in signature area on back of card

Billing Address \_\_\_\_\_  
If different than listed above

City, State, Zip \_\_\_\_\_

Signature \_\_\_\_\_

## AD SPECIFICATIONS

- ◆ Program trim size: 8.25" x 10.75"
- ◆ Resolution: Color (CMYK) 300 dpi, B&W 200 dpi
- ◆ Formats accepted: PDF (preferred), JPEG (200 dpi)
- ◆ E-mail ads to mhe-ads@dahlgraphics.com

## GENERAL INFORMATION

### AD DEADLINE

All insertion orders and ad copy must be received no later than March 15, 2012. Ads may possibly be accepted after deadline if space and time allows--call for availability!

### AD LAYOUT/DESIGN

All ads must be submitted camera-ready (preferably in PDF format). If you need help with your ad layout, please contact Dahl Graphic Design for a cost estimate.

### PAYMENT TERMS

Payment in U.S. funds is required in advance of printing. Make checks payable to Minnesota Horse Expo and mail to the address below.

### PREFERRED POSITIONS

Ad placements on specific pages may be granted on a first-come, first-serve basis at the discretion of the publisher.

### AD OR PHOTO RETURNS

If you would like your photo or ad returned, please include a self-addressed, stamped envelope.

### TEAR SHEETS

A tear sheet showing your ad placement will be provided after publication upon request. To make the Program as complete and accurate as possible, printing schedules do not allow Program availability until April 26, 2012.

## SEND AD AND PAYMENT TO

**Dahl Graphics & Printing**  
39257 Taray Road ♦ Pine River, MN 56474  
Office: 218-543-4040  
Cell: 651-353-8188 ♦ Fax: 218-543-4450  
E-mail: mhe-ads@dahlgraphics.com

**AD DEADLINE**  
**March 15, 2012**