



55th Annual Scottsdale Arabian Horse Show

# Program Advertising Agreement

February 11-21, 2010

**ALL ADS DUE BY  
JANUARY 1, 2010**



## ■ Advertising Rates



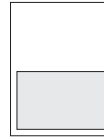
2 Page Color Spread  
**\$1300.00**



Full Page Color  
**\$700.00**



Full Page B/W  
**\$400.00**



Half Page B/W  
**\$225.00**

- Rates based on **complete Ad files provided on disk.**
- There will be **additional discounts** on multiple page-spread.
- **Ad design service available** for additional fee.

## ■ Terms

- Ads are due no later than January 1, 2010.
- All Ads are to be submitted electronically as described on provided **Specification Guidelines** on back of this form.
- A 50%, non-refundable deposit is due upon execution of this contract.
- The balance is due no later than January 1, 2010 or with the submission of electronic files whichever occurs first.

Please mail advertising agreement **with 50% deposit** to: **AHAA, P.O. Box 13865, Scottsdale, AZ 85267-3865**  
 Questions? Reach us at: **480.515.1500 480.515.1122 fax**

## ■ Agreement

This agreement is entered into on the \_\_\_\_ day of \_\_\_\_\_ between the Arabian Horse Association of Arizona (AHAA), a non-profit Arizona corporation whose mailing address is P.O. Box 13865, Scottsdale, AZ 85267-3865, 480-515-1500 and:

NAME \_\_\_\_\_ COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_ TELEPHONE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

		COST		AMOUNT		TOTAL
<b>I would like:</b>	<input type="checkbox"/> 2 Page Color Spread	\$1300.00	X	_____	=	_____
	<input type="checkbox"/> Full Page Color	\$700.00	X	_____	=	_____
	<input type="checkbox"/> Full Page B/W	\$400.00	X	_____	=	_____
	<input type="checkbox"/> Half Page B/W	\$225.00	X	_____	=	_____

## Payment Method

Check enclosed for the amount of \$ \_\_\_\_\_ Check Number: \_\_\_\_\_

Charge my **MasterCard** or **Visa** or **American Express (AMX)** (circle one) for the amount of \$ \_\_\_\_\_

CREDIT CARD # \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_ SIGNATURE \_\_\_\_\_



# 55th Annual Scottsdale Arabian Horse Show Ad Specification Guidelines

**ALL ADS ARE DUE BY JANUARY 1, 2010**

## ■ Page Specifications



Full Page  
7 3/8 x 9 7/8



Trim Size  
8 3/8 x 10 7/8



Bleed Size  
8 5/8 x 11 1/8



1/2 Page Size  
7 3/8 x 4 7/8

## ■ Ad and Artwork Submissions

All artwork is to be submitted electronically or on CD accompanied by a hi resolution digital 4-color proof. Items will not be returned unless otherwise specified.

**Mail** ad CDs and color proofs to: Arabian Horse Association of Arizona, P.O. Box 13865, Scottsdale, AZ 85267, 480.515.1500

**Submit electronic files** of 5MB or less to – [Linda@MadDogAZ.com](mailto:Linda@MadDogAZ.com)

**Submit electronic files** of 5MB or more to – [www.LithotechAZ.com](http://www.LithotechAZ.com)

### Acceptable Image Submissions

- EPS, TIFF, Photoshop, Illustrator file or PDF, CMYK, 300 dpi at print size.
- Clean, black and white line art.

### Acceptable Layout Submissions

- QuarkXpress file (Mac), Photoshop, Illustrator, or Adobe Acrobat PDF.
- Include all images and Mac fonts used in layout
- A preflight software program to check digital ads before submission is recommended.
- **Hi Resolution Digital Color Proof Required**

**Ad Design** – available from Mad Dog Design. Call for quote: 602.532.9361

- Preprinted material will not be accepted (as in submitting printed ads or pictures torn out of magazines).
- If photographs are not submitted digitally, there will be an additional scan fee. Call Mad Dog Design for quote.

## ■ Contacts

**Arabian Horse Association of Arizona** ..... **Email** [info@scottsdaleshow.com](mailto:info@scottsdaleshow.com)  
**Phone** 480.515.1500

**For information about Ads** ..... Linda Haskell at Mad Dog Design, 602-532-9361

**Mail Ads to** ..... **Arabian Horse Association of Arizona**  
P.O. Box 13865, Scottsdale, AZ 85267

**Deliver Ads to** ..... **Arabian Horse Association of Arizona**  
15455 N Greenway-Hayden Loop, C-18  
Scottsdale, AZ 85260