

TRAVERSE CITY HORSE SHOWS



2022 ADVERTISING FORM

Advertiser	
Street Address	Contact
City, State, Zip	Phone
Website	Email

	BLACK & WHITE	COLOR
Full Page	\$750	\$1,600
½ Page	\$475	\$900
¼ Page	\$225	\$500
1/8 Page	\$150	\$400
Premium Positions – color only \$2,500		

PUBLICATION	CLOSING DATE	SIZE	B/W COLOR	COST
TC Spring Digital Prize List	February 1			
GLEF Digital Prize List	February 15			
TC Fall/AGC Digital Prize List	May 6			
GLEF Print Program	May 1			
TC Fall Print Program	July 29			

SPECIAL INSTRUCTION AND/OR COPY TO SET

MATERIALS COMING FROM/DATE EXPECTED

SUBTOTAL	
4% CREDIT CARD FEE	
TOTAL	

Visa, Mastercard, American Express, Discover card accepted. Checks should be made out to Traverse City Horse Shows, LLC

MAIL OR EMAIL APPLICATION AND DEPOSIT TO:
Traverse City Horse Show, LLC
 Attn: Susie Morrissey
 6111 95th Street Circle E, Lakewood Ranch, FL 34202
 Email: mary@mmg.management
 Phone: 941.744.5465

All advertising space requires payment in full upon submission of materials. Cancellations cannot be accepted after published closing dates. All copy, including all elements is subject to Publisher's approval. Advertiser and/or agency acknowledges receipt of and agrees to the terms and conditions including in the advertising specifications.

Card _____ Exp. _____ Code _____
 Name on card _____

I, hererby authorize Traverse City Horse Shows, LLC to use the above credit card for use in settling my account. A 4% convenience fee will be charged to all orders.

Signature _____ Date _____

TRAVERSE CITY HORSE SHOWS

Advertising Specs

Digital Version all Prize Lists

Distribution online

Print Version all Programs

Distribution online and on-site at venue

CLOSING DATE

TC Spring Prize List: February 1

GLEF Prize List: February 15

TC Fall Prize List: May 6

An advertisement can be added to digital prize lists beyond the closing dates.

GLEF Souvenir Program: May 1

TC Fall Souvenir Program: July 29

DIMENSIONS

Size	Width" x Depth
Trim Size	8.500 x 11.000
Full Page Bleed	8.625 x 11.125
Full Page Live Area	7.250 x 9.750
Half Page (H)	7.250 x 4.750
Half Page (V)	3.500 x 9.750
Quarter Page (V)	3.500 x 4.500
Quarter Page (H)	7.250 x 2.250
Eighth Page	3.500 x 2.000

PRODUCTION CHARGES

Advertisers must supply electronic digital files of advertisement materials or a charge will apply. Advertiser may be charged for any of the following: design, layout, art, scans of logos, photographs, line drawings, artwork, retouching due to the poor condition of supplied artwork (ad), typography, and/or client alterations. Special design services based on evaluation.

SEND ARTWORK TO:

Mary Silcox
mary@mmg.management
941.744.5465

DIGITAL PRE-PRESS REQUIREMENTS

- PDF file preferred (PDF/X-1a:2001) or set to press quality; compression settings to none and embed all fonts
- Native files are acceptable (i.e. Photoshop, Xpress) Prefer conversion to high resolution PDF (PDF/Z-1a:2001 setting)
- All color ads should indicate trims and bleeds where applicable
- Please eliminate all unused data and supply only the files to be output

LAYOUT/SCANS/IMAGES

- Build pages to trim size and extend bleed .125" beyond page edge; keep live area matter to .25" from final trim
- Scanned images should not be enlarged beyond 110% or reduced below 50% in the layout application
- Do NOT nest EPS files within other EPS files
- Color scan images should be CMYK (RGB mode is not supported); Image density should be 280% maximum
- Duotones must be in CMYK mode
- Image file format should be TIF or EPS
- JPG, GIF, PICT, BMP and WORD formats are NOT acceptable and are not supported
- Delete all extraneous alpha channels, pasteboard items, styles, etc not needed for final output

