

2018 WORLD'S CHAMPIONSHIP HORSE SHOW

Program Advertising Agreement

This shall serve as an advertising agreement between the Kentucky State Fair and _____ for the World's Championship Horse Show (WCHS) Program. The Kentucky State Fair reserves the right to reject any ad copy which cannot be set up in the contracted space or which it does not consider suitable for publication, in which case the advertiser will be notified promptly. **World's Championship Horse Show: August 16-25, 2018.**

AD SPACE RATES

Ad Space	Size*	4-Color Process	B&W
Outside back cover	8-1/2" x 11" (add 1/8" bleed)	\$1,750.00	Not available
Inside front & back covers	8-1/2" x 11" (add 1/8" bleed)	\$1,500.00	Not available
Two-page spread	7-1/4" x 10" (each page)	\$1,550.00	\$825.00
Full page	7-1/4" x 10"	\$1,100.00	\$550.00
Half page (horizontal only)	7-1/4" x 4-7/8"	\$865.00	\$425.00

***SEE FOLLOWING PAGE FOR COMPREHENSIVE SPECS.**

RATES: All rates are based on complete, camera-ready files at correct specs. (See below for additional charges.)

ADDITIONAL CHARGES: Set-up charges including typesetting, layout & design – **\$200 for a two-page spread / \$150 for a full-page / \$75 for a half- or quarter-page.** Set-up charges will be billed for *any* advertiser-initiated revisions, or for any revisions to improperly supplied art.

DEADLINES: **July 9, 2018** Deadline for advertising materials requiring design, set-up or revisions. (No proof will be provided for advertising material received after this date.)

July 13, 2018 Deadline for camera-ready art (no proof provided).

PAYMENT: Ad Size: _____ & Cost \$ _____

Additional Charges: _____ Set-up + _____ (if applicable)

TOTAL \$ _____

FULL PAYMENT IS DUE AT THE TIME THAT CONTRACT AND AD MATERIALS ARE SUBMITTED.
 Visit the Payment Portal at <https://kyexpo.org/PaymentForm.aspx>.

PLEASE PRINT CLEARLY AND COMPLETE IN FULL

Advertiser _____ Contact Person _____

Address _____ City _____ State _____ Zip _____

Daytime Phone (_____) _____ Fax (_____) _____

E-mail _____

Horse's Name _____ Rider/Driver _____

Trainer _____ 2017 Class Won/Position Request _____

Signature _____ Date _____

(Signature and date required for contract to be considered valid.)

Please send original copy of this agreement along with advertising materials to:

Edward Browne / World's Championship Horse Show Program / P.O. Box 37130 / Louisville, KY / 40233-7130
 Street Address: 937 Phillips Lane, Louisville, KY 40209 / Phone: (502) 367-5184 / Fax: (502) 367-5189 / E-mail: edward.browne@kyvenues.com

WORLD'S CHAMPIONSHIP HORSE SHOW

2018 PROGRAM ADVERTISING SPECS

OUTSIDE BACK COVER (with 1/8" bleed)

Bleed Size: 8.75" x 11.25"

Page Trim Size: 8.5" x 11"

Live Area: 7" x 10"

Please keep all text and logos within the Live Area.

INSIDE FRONT & BACK COVER (with 1/8" bleed)

Bleed Size: 8.75" x 11.25"

Page Trim Size: 8.5" x 11"

Live Area: 7" x 10"

Please keep all text and logos within the Live Area.

TWO-PAGE SPREAD (no bleed)

Image Size: 7.25" x 10" (each page)

FULL PAGE (no bleed)

Image Size: 7.25" x 10"

HALF PAGE (no bleed)

Image Size: 7.25" x 4.875"

Horizontal only.

SUBMISSION FOR CAMERA READY ART

Please save all files as a high-resolution PDF at 300 dpi or higher. All fonts **MUST** be properly embedded or supplied.

CAMERA-READY ART DEADLINE IS FRIDAY, JULY 13, 2018

Upload all camera-ready art to our Hightail Upload Page – <https://www.hightail.com/u/kystatefair>.

Please clearly label all submitted ads with the horse's name to make it easily identifiable for placement into the program.

All questions regarding specs or artwork delivery can be addressed to Edward Browne at edward.browne@kyvenues.com or (502) 367-5184.

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