

2018 WORLD'S CHAMPIONSHIP HORSE SHOW

LED Board 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.**

MECHANICAL SPECIFICATIONS

AD TYPE	DIMENSIONS	COLOR MODE	RESOLUTION	FORMAT
End Zone LED Still Graphic	352 px x 112 px	RGB	300 dpi	JPEG
End Zone LED Video/Motion	352 px x 112 px	RGB	300 dpi	AVI

AD SPACE RATES

AD TYPE	FREQUENCY	*RATE	**COMBO DEAL
End Zone LED Still Graphic	15x :05	\$1,100	\$2,000
End Zone LED Video/Motion	15x :30 max	\$1,350	\$2,250

*DISCOUNTS: WCHS EXHIBITORS receive a 10% discount, and SPONSORS receive a 25% discount on any ads placed.

**COMBO DEAL: Includes LED advertisement and full page, 4-color print advertisement in the WCHS Program. Add \$400 for inside front or back cover.

RATES All rates are net. Pricing is based on a completed ad. See Additional Charges (listed below) for other fees that may apply.

SUBMISSION ALL ADS MUST BE PROVIDED VIA E-MAIL.

ADDITIONAL CHARGES Set-up charges will be added to any ad requiring typesetting, layout or design: **\$100 for each still graphic.** These same set-up charges will also be billed for **any** advertiser-initiated revisions or for any revisions needed to correct improperly supplied art.

DEADLINES **August 1, 2018** Deadline for advertising materials requiring any set-up or revisions.
August 8, 2018 Deadline for camera-ready art (no proof provided).

PAYMENT Ad Size: _____ & Cost \$ _____
Set-up (if applicable) +\$ _____
10% Exhibitor or 25% Sponsor Discount (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 _____
Signature _____ Date _____

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

The WCHS reserves the right to reject any ad 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 promptly notified.

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

Edward Browne / World's Championship Horse Show / PO Box 37130 / Louisville, KY 40233-7130
937 Phillips Lane / Louisville, KY 40209 / Phone: (502) 367-5184 / Fax: (502) 367-5189
edward.browne@kyvenues.com / www.kystatefair.org