



EquiFest of Kansas - Program Guide Advertising Rates

Advertising Materials Due: December 15, 2011

Inside Front Cover & Inside Back Cover (4-color)	\$500.00 each plus separations
Full Page – 4-Color (availability limited)	\$450.00 each plus separations
Full Page - Black & White (7.5" x 10" finished size)	\$300.00 each
Half Page (Horiz. 7.5" x 5" or Vert. 3.75" x 10" finished size)	\$200.00 each
Quarter Page (3.75" x 5" vertical finished size)	\$125.00 each
Business Card (standard size – horizontal cards)	\$75.00 each
Directory listing (5 lines approx 21 characters per line)	\$35.00 each

Typesetting Fee*: Additional \$50.00 per ad for “non-camera ready” materials**

- One free directory listing with paid ad or vendor booth. Additional listings are \$35 each.

- One proof provided with non-client produced ads. Materials needing produced must be received no later than Dec 5th

** Camera-ready copy is color or black & white artwork with all elements in place submitted electronically or on disk requiring no additional work.

- Finished ad materials must be sent electronically or provided on disk. Call for submission instructions (785-215-1600) if your file is large. When sending a disk, please include a print copy of the ad.
- Ads not received in the above mentioned format will be charged a typesetting fee.
- Acceptable programs for creating black & white ads (PC or MAC):
MS Word; Page Maker; QuarkXpress; WordPerfect; InDesign
Please Note: WordPerfect and MS Word will not work for ads accompanied by photos.
- Resolution 300 dpi standard for both black & white and color photos – the higher the resolution, the better reproduction quality. Quality is not guaranteed for an ad created in any other format or artwork (photos & logos) or in lower resolutions.



EquiFest of Kansas
Program Guide Advertising Insertion Order Form
Advertising Materials Due: December 15th, 2011

Company Name: _____

Contact Person: _____

Full Address: _____

Email: _____ Phone: (_____) _____

Fax: (_____) _____

Ad Size: _____ (press ready ad) Total Price \$ _____

Typesetting Required: No _____ Yes _____ Additional Price \$ _____
(ONE proof supplied for non-client produced ad. Materials must be submitted by Dec. 5th for production)

Total Submitted \$ _____

Directory heading desired (see enclosed list for options) _____
For multiple directory listings, please list each heading – you get one listing free with your ad or vendor booth. Additional listings are \$35 each.

Authorized Signature: _____ Date: _____

I/We understand that I, my farm and employees have read and will be exhibiting under the rules and regulations set forth by EquiFest of Kansas, and the Kansas Horse. All participants associated with my exhibit area are aware of these regulations and guidelines and agree to abide by them. Further I/we understand and agree that EquiFest of Kansas, and the Kansas Horse Council employees and agents will not be held responsible for any injury, loss or damage to any person, animal or equipment. I/we understand that all applications are subject to approval. In addition to all other damages which may be recoverable by the Kansas Horse Council, the Council shall additionally be entitled to recover all of its attorneys fees, and any other reasonable costs of collection with regard to any monies due it and not paid in accordance with the terms of this agreement, or which may be incurred by EquiFest of Kansas, and the Kansas Horse Council in order to enforce any other term or provision of this agreement which has been breached by any other party or parties signatory hereto. The parties signatory hereto stipulate and agree that this contract shall be governed by the laws of the state of Kansas and any suit by either party to enforce any term or provision of this agreement, or for breach of this contract must be filed in a court of general jurisdiction located in Topeka, Shawnee County, Kansas.

Mail Payment and Form To:
EquiFest of Kansas – Kansas Horse Council
c/o Debbie Beam – 5721 NW Humphrey Rd – Topeka KS 66618
Info or questions: Debbie Beam 785-215-1600 or Debbie@horseplaypromo.com

OFFICE USE ONLY

Date Rec'd. _____ Amt. Pd. \$ _____ Pymt. Method _____

Stallion, Breed Showcase or Booth Discount Yes No Materials Rec'd _____ Disk E-mail