



2009 High Hope Steeplechase Program

Kentucky Horse Park
May 17, 2009

AD SIZES	DEADLINES & AD RATES(Net)	PAYMENT/MATERIALS	FILE REQUIREMENTS
<p>FULL PAGE Trim Size* 8 1/2"w x 11"h *Please allow 1/8" bleed Image Area (if no bleed) 7 1/2"w x 10"h</p> <p>HALF PAGE Horizontal 7 1/2"w x 4 7/8"h Vertical 3 1/2"w x 10"h</p> <p>QUARTER PAGE Horizontal 7 1/2"w x 2 1/2"h Vertical 3 1/2"w x 4 7/8"h</p>	<p>Placement Deadline: April 10, 2009 Materials Deadline: April 17, 2009 Line Screen: 133</p> <p>ALL COVER ADS ARE FULL COLOR. Inside Front Cover \$450 Inside Back Cover \$450 Back Cover \$450</p> <p>ALL INSIDE ADS ARE BLACK & WHITE. Full Page \$300 Half Page \$200 Quarter Page \$100</p>	<p>SEND CONTRACT, PAYMENT, AND MATERIALS TO: High Hope Steeplechase 4089 Iron Works Parkway Lexington, KY 40511 859-967-9444; Fax 859-246-3082</p> <p>ADS VIA EMAIL: highhopesteeplechase@msn.com <i>Please send a hard copy of all ads, if ads are emailed, send a fax copy to 859-246-3082 attn Elizabeth.</i></p>	<p>PDF files are preferred, must be press optimized. Digital files should include all support files and all fonts. We cannot accept any Publisher or Microsoft Word files. Save as PDF files.</p>

You have agreed to purchase a (circle one):

FULL PAGE

HALF PAGE
HORIZONTAL

HALF PAGE
VERTICAL

QUARTER PAGE
HORIZONTAL

QUARTER PAGE
VERTICAL

- () I will be sending camera ready art.
- () Pick up my ad from last year's program.
- () Pick up my ad from last year's program and make the following changes.
- () Create my ad from the enclosed information. (Include fax# or email below for proof)

Name of Purchaser _____ Signature of Purchaser _____

Contact to whom invoice should be sent to _____ Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Artwork Contact Person _____ Phone (if different from above) _____

If your advertisement is handled by an agency, complete the following:

Agency _____ Contact Person _____ Phone _____