



# 2011 High Hope Steeplechase Program

Kentucky Horse Park  
May 22, 2011

AD SIZES	DEADLINES & AD RATES(Net)	PAYMENT/MATERIALS	FILE REQUIREMENTS
<p><b>FULL PAGE</b> 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><b>HALF PAGE</b> Horizontal 7 1/2" w x 4 7/8" h Vertical 3 1/2" w x 10" h</p> <p><b>QUARTER PAGE</b> Horizontal 7 1/2" w x 2 1/2" h Vertical 3 1/2" w x 4 7/8" h</p>	<p><b>Placement Deadline:</b> April 15, 2011 <b>Materials Deadline:</b> April 22, 2011 <b>Line Screen:</b> 133</p> <p><b>ALL COVER ADS ARE FULL COLOR.</b> <b>Inside Front Cover \$450</b> <b>Inside Back Cover \$450</b> <b>Back Cover \$450</b></p> <p><b>ALL INSIDE ADS ARE BLACK &amp; WHITE.</b> <b>Full Page \$300</b> <b>Half Page \$200</b> <b>Quarter Page \$100</b></p>	<p><b>SEND CONTRACT, PAYMENT, AND MATERIALS TO:</b> High Hope Steeplechase 4089 Iron Works Parkway Lexington, KY 40511</p> <p>859-967-9444; Fax 859-246-3082</p> <p><b>ADS VIA EMAIL:</b> highhopesteeplechase@msn.com</p> <p><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.</p> <p>Digital files should include all support files and all fonts.</p> <p>We cannot accept any Publisher or Microsoft Word files.</p> <p>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 \_\_\_\_\_