



2017 *World & Grand* National Championship Horse Show

Program/Yearbook Advertising Insertion Order Form

Terms set by The International Friesian Show Horse Association.

1. Ad reservations are booked on a first-come, first-served basis.
2. All ads must be pre-paid - or they will not run. No exceptions.
3. All advertisers must fill out and mail us a completed Insertion Order.

COMPANY/FARM _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____ WEBSITE _____

PAYMENT METHOD: CHECK CREDIT CARD

CARD TYPE: MASTERCARD VISA AMEX DISCOVER

NAME ON CARD _____ SIGNATURE _____

(Please Print)

CARD HOLDER ADDRESS _____

CITY _____ STATE _____ ZIP _____

CARD NUMBER _____

EXPIRATION DATE _____ (MONTH/YEAR) Security Code _____

4. All display ads may be submitted to Carla Breitner via CD or email (up to 20mb). Over 20mb may be sent via www.hightail.com, an FTP server. FTP to our upload address: www.hightail.com/u/cbb. (Please send a notification email as well.)
5. DIGITAL SPECIFICATIONS: **Accepted formats:** PDF, JPG, TIFF, EPS & PSD. Embed all fonts. **Color Ads:** CMYK. **Resolution:** 300 DPI. (We prefer PDF CMYK 300 DPI Fonts embedded. Distill your project at Press Quality settings.)
6. All ads must be accompanied by a proof! We are not responsible for correctness of ads arriving without a proof.
7. Any ads not arriving in the correct format may be refused or charged an additional set-up fee.

Note: Advertising in the Show Program accompanies the IFSHA Yearbook & Membership Directory distributed to all IFSHA members.

Ad Size	IFSHA Member	Non-Member	Quantity	Total \$ of Ads Placed
Full Page - 4C	\$ 485	\$ 585	___ x _____ = \$ _____	
Full Page - bw	\$ 250	\$ 350	___ x _____ = \$ _____	
2 Page Spread - 4C	\$ 875	\$ 975	___ x _____ = \$ _____	
2 Page Spread - bw	\$ 475	\$ 575	___ x _____ = \$ _____	
Half Page - 4C	\$ 275	\$ 375	___ x _____ = \$ _____	
Half Page - bw	\$ 145	\$ 245	___ x _____ = \$ _____	
Third Page - 4C	\$ 195	\$ 295	___ x _____ = \$ _____	
Third Page - bw	\$ 120	\$ 220	___ x _____ = \$ _____	
Quarter Page - 4C	\$ 125	\$ 155	___ x _____ = \$ _____	
Quarter Page - bw	\$ 85	\$ 95	___ x _____ = \$ _____	
Inside Front Cover - 4C	\$ 575	\$ 675	___ x _____ = \$ _____	
Inside Back Cover - 4C	\$ 525	\$ 625	___ x _____ = \$ _____	
Outside Back Cover - 4C	\$ 650	\$ 750	___ x _____ = \$ _____	
Page 2 - 4C	\$495	\$595	___ x _____ = \$ _____	
Center Spread - 4C	\$ 1,050	\$ 1,250	___ x _____ = \$ _____	

Grand Total = \$ _____



Make check payable to:

IFSHA

Send your check or credit card authorization along with ad orders to:

Nancy Nathanson
P.O. Box 2839
Lompoc CA 93438
805-448-3027

Mechanical Specs			
Live Area	Trim Size	Bleed	
7.5x10.5	8.5x11.0	9.0x11.5	Full Page
16.0x10.5	17.0x11.0	17.5x11.5	2 Page Spread
3.67x10.0	Half Page Vertical		
7.50x4.875	Half Page Horizontal		
3.67x7.375	Third Page Vertical		
7.50x3.25	Third Page Horizontal		
3.67x4.875	Quarter Page Standard		



Send Display Ads along with copy of ad order to:

Carla Breitner
8127 Lena Ave
West Hills CA 91304
818-992-6377

carlabb@earthlink.net