



DEVON FALL CLASSIC

Attn: Sponsorship
PO Box 865, Devon PA 19333
www.devonhorseshow.net
Phone: (610) 964-0550 x219
harriette@devonhorseshow.com

Guidebook Advertising Contract

Please include our advertisement in the 2024 Fall Classic Guidebook, for which _____ agrees to pay \$_____.

Publisher is bound by no agreement other than that expressed in this contract—no verbal or email agreements recognized.

ALL AD MATERIALS MUST BE SUBMITTED IN ACCORDANCE WITH THE 'FILE REQUIREMENTS' ON PAGE 2. ENTIRE AD AREA INCLUDING BORDERS, RULES, ETC., NOT TO EXCEED SIZES LISTED BELOW.

DEADLINES: Signed contract: immediately

Ad materials and full payment: no later than AUGUST 12, 2024

***any ad materials not accompanied by payment in full will not be printed in the guidebook!**

Please check off your

selection:

	Size (inches)	Rates (4-color only)
<input type="checkbox"/> Outside Back Cover (bleed)	5.25 x 8.25	\$
<input type="checkbox"/> Inside Front (bleed)	5.25 x 8.25	\$
<input type="checkbox"/> Inside Back Cover (bleed)	5.25 x 8.25	\$
<input type="checkbox"/> Full Page (bleed)	5.25 x 8.25	\$ 250
<input type="checkbox"/> Half page (bleed)	5.25 x 8.25	\$ 175
<input type="checkbox"/> Business Card (bleed)	3.5 x 2.0	\$ 100

TOTAL DUE:

\$ _____

Firm Name	Agent Name, if applicable

Address	City, State, Zip Code

Telephone Number	Email

Contact Information (please print)	

Authorized Signature	Date

**Please make all checks payable to "Devon Fall Classic" and mail to:
Devon Fall Classic, Attn: Sponsorship
PO Box 865, Devon PA 19333**



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System Requirements

Preferred File Formats:

For graphic files, we strongly encourage the use of the following applications: Print-Ready PDFs, Photoshop and InDesign. For advertisements with sizeable text content, we recommend using programs other than Photoshop for maximum clarity.

Bleed:

Please allow for 1/8 in. of bleed beyond the trim size of your advertisement. This will prevent the appearance of a white gap on the edge of your piece if the die does not line up perfectly with each image. Additional charges may be incurred to create the bleed image.

- All critical copy must be at least 1/16 in. from the final trim to avoid the possibility of being trimmed off.

Font Usage:

If you choose to use a specialty font found outside of the standard offerings, please include the font file when you submit your advertisement. Without the font file, we cannot guarantee that the specialty font will match exactly. We discourage the use of True Type fonts. Please use Type I, Postscript, or Open Type fonts to keep layouts looking as you designed.

Minimum Type Size:

We recommend using no smaller than 4-point text for solid type. If font will be reversed from process or built from process, use 6-point font or larger for digital printing or 8-point font or larger for letterpress and off-set printing. For best results, limit the use of reverse type to block, gothic, or sans serif type styles.

File Prep:

Files for the 2024 Devon Fall Classic Guidebook should be named in the following format, with your business name leading:

“businessname.DFCGB24”

Line Thickness:

Solid line rules should be .25-point thickness or greater. Rules built from process or rules reversed out of process should be .75-point for digital printing or 1-point for letterpress or offset printing. Smaller rules may disappear.

Colors:

In digital files, colors must be created and assigned in the manner in which they will print.

Four-color process items should be set to use CMYK colors. Advertisements created using RGB or INDEX images will not be accepted. All advertisements in the will be printed in four-color.

Placed Images:

All graphics and images used in your documents should be submitted with your advertisements, although this is not required. High-resolution items are required. Four-color and grayscale images should be at least 300dpi.

Line and Bitmap images should be at least 800dpi. Images should not be enlarged more than 120% in the layout program, as this may result in significant deterioration of the image quality. Reducing an image will not affect its quality.

Sizing: (sizes are indicated as width x length)

Full Page 5.25 x 8.25

1/2 Page 5.25 x 4.125

All files must be submitted in JPEG or PDF format ONLY
Please email all ad materials to Sponsorship@devonhorseshow.com
Please write “Guide Book Ad” in subject line of email!