



129th DEVON HORSE SHOW AND COUNTRY FAIR  
 Attn: Program Book  
 P.O. Box 865, Devon, PA 19333  
 programbook@devonhorshow.com  
 Phone: 610-964-0550

## 2025 Program Advertising Contract

Please include our advertisement in the 2025 Devon Horse Show Program, 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 MARCH 10, 2025**

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

DEADLINE MARCH 10, 2025				
Please check off your selection:		<u>Size (inches)</u>	<u>Rate B&amp;W</u>	<u>Rate 4-Color</u>
<input type="checkbox"/>	Inside Front Cover (bleed)	8.5 x 11*	N/A	\$4,750
<input type="checkbox"/>	Inside Back Cover (bleed)	8.5 x 11*	N/A	SOLD
<input type="checkbox"/>	Back Cover (bleed)	8.5 x 11*	N/A	SOLD
<input type="checkbox"/>	Full Page (bleed)	8.5 x 11*	\$1,200	\$2,350
<input type="checkbox"/>	Full Page	7 x 9	\$1,200	\$2,350
<input type="checkbox"/>	1/2 page Vertical	3.375 x 9	\$775	\$1,575
<input type="checkbox"/>	1/2 page Horizontal	7 x 4.375	\$800	\$1,575
<input type="checkbox"/>	1/4 page Vertical	3.375 x 4.375	\$550	N/A
<input type="checkbox"/>	1/4 page Horizontal	7 x 2.125	\$650	N/A
<input type="checkbox"/>	Business Card	3.5 x 2	\$225	N/A
<input type="checkbox"/>	Coupon Business Ad - 1/2 Page	Vertical or Horizontal	\$650	N/A
<input type="checkbox"/>	Coupon Business Ad - 1/4 Page	Vertical or Horizontal	\$425	N/A
<input type="checkbox"/>	Coupon Business Ad - Business Card	3.5 x 2	\$225	N/A
			<b>TOTAL DUE</b>	<b>\$</b>

\*Materials for BLEED ads should be 8.75 x 11.25 allowing for 1/8 in. trim on all sides

\*\*Acceptance of any half-page ads is subject to the receipt of an even number of the same

**Please check here if you would like us to use same ad material as in 2024.**

Firm Name: \_\_\_\_\_ Agent Name: (if applicable) \_\_\_\_\_

Address: \_\_\_\_\_ City, \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone Number \_\_\_\_\_ Email \_\_\_\_\_

Contact Information (please print) \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date: \_\_\_\_\_

**1** Reserve Ad Space  
 Complete and email to:  
 Harriette@DevonHorse  
 Show.com

**2** Pay by: Check Payable to:  
 Devon Horse Show & Country Fair  
 Inc. OR Credit Card (3% fee  
 applies)

**3** Submit Artwork  
 Electronically  
 ProgramBook@DevonHorse  
 Show.com

CC# \_\_\_\_\_  
 MasterCard  Visa  Amer Exp  
 Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_



DEVON HORSE SHOW AND COUNTRY FAIR, INC.  
FOR THE BENEFIT OF BRYN MAWR HOSPITAL  
Attn: Program Book  
P.O. Box 865, Devon, PA 19333  
[programbook@devonhorseshow.org](mailto:programbook@devonhorseshow.org)  
Phone: 610-964-0550 x 219

## *File Requirements*

The program is printed by offset, direct-to-plate technology, in four-color process and black & white.

Materials for BLEED ads should be 8.75 x 11.25 inches in size to allow for 1/8 in. trim on all sides.

The program is wire-bound. Most full-page ads are on right-side pages. Please leave at least ½ in. of clear space (no copy) on left side of all bleed ads to account for binding. The use of the Devon Horse Show Trademark Logo is not permitted.

### Acceptable File Formats:

Preferred: PDF Press Quality with embedded fonts (no subset fonts) and high-resolution images (300dpi or higher).

Also accepted: TIF, JPEG, or EPS files

- TIF or JPEG files must be to ad size and at least 600dpi or higher
- EPS files must have all type converted to outline

For color advertisements, CMYK color must be used. Files in RGB format will not be accepted.

### Unacceptable File Formats:

- Ads with type, logos, and/or artwork from websites.
- Ads scanned from previously printed materials that contain photos and/or artwork.
- Native Microsoft Publisher files.

### Submission of Files:

- Files should be emailed to [programbook@devonhorseshow.com](mailto:programbook@devonhorseshow.com) with “Program Ad” in subject line.
- Please save all ad files with the following title: “businessname.DHSPROG25” with the name of your business.

Files not to specifications will be given notice of errors and may re-submit upon correction. Failure to do so may incur additional charges at publisher’s discretion.

**Extensions for ad materials only, are available until March 10, 2025 with publisher agreement in writing. Contracts are due no later than March 15th. Any materials submitted after March 10th are subject to refusal.**

**Concerns regarding submission dates should be directed to email address below.**

All files must be submitted to: [programbook@devonhorseshow.com](mailto:programbook@devonhorseshow.com)  
**Payment IN FULL** must accompany submission of ad materials! Files must be named as above:  
“businessname.DHSPROG25” Please write “Program Ad” in subject line of email!