

# 2019 WORLD'S CHAMPIONSHIP HORSE SHOW

## Program Advertising Agreement

This shall serve as an advertising agreement between the Kentucky State Fair and \_\_\_\_\_ for the World's Championship Horse Show (WCHS) Program. The Kentucky State Fair reserves the right to reject any ad copy which cannot be set up in the contracted space or which it does not consider suitable for publication, in which case the advertiser will be notified promptly. **World's Championship Horse Show: August 22-29, 2020.**

### AD SPACE RATES

Ad Space	Size*	4-Color Process	B&W
Outside back cover	8-1/2" x 11" (add 1/8" bleed)	\$1,750.00	Not available
Inside front & back covers	8-1/2" x 11" (add 1/8" bleed)	\$1,500.00	Not available
Two-page spread	7-1/4" x 10" (each page)	\$1,550.00	\$825.00
Full page	7-1/4" x 10"	\$1,100.00	\$550.00
Half page (horizontal only)	7-1/4" x 4-7/8"	\$865.00	\$425.00

**\*SEE FOLLOWING PAGE FOR COMPREHENSIVE SPECS.**

**RATES:** All rates are based on complete, camera-ready files at correct specs. (See below for additional charges.)  
**ADDITIONAL CHARGES:** Set-up charges including typesetting, layout & design – **\$200 for a two-page spread / \$150 for a full-page / \$75 for a half- or quarter-page.** Set-up charges will be billed for *any* advertiser-initiated revisions, or for any revisions to improperly supplied art.

**DEADLINES:** **July 8, 2020** Deadline for advertising materials requiring design, set-up or revisions. (No proof will be provided for advertising material received after this date.)  
**July 15, 2020** Deadline for camera-ready art (no proof provided).

**PAYMENT:** Ad Size: \_\_\_\_\_ & Cost \$ \_\_\_\_\_  
 Additional Charges: Set-up + \_\_\_\_\_ (if applicable)  
**TOTAL \$ \_\_\_\_\_**

**FULL PAYMENT IS DUE AT THE TIME THAT CONTRACT AND AD MATERIALS ARE SUBMITTED.**  
 Payment Portal at <https://kyexpo.org/payment/>. Enter "WCHS Ad" in the Invoice # or Contract # field.

### PLEASE PRINT CLEARLY AND COMPLETE IN FULL

Advertiser \_\_\_\_\_ Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Daytime Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Horse's Name \_\_\_\_\_ Rider/Driver \_\_\_\_\_  
 Trainer \_\_\_\_\_ 2019 Class Won/Position Request \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

*(Signature and date required for contract to be considered valid.)*

**Please send original copy of this agreement along with advertising materials to:**  
 Edward Browne / World's Championship Horse Show Program / P.O. Box 37130 / Louisville, KY / 40233-7130  
 Street Address: 937 Phillips Lane, Louisville, KY 40209 / Phone: (502) 367-5157 / E-mail: [Edward.Browne@kyvenues.com](mailto:Edward.Browne@kyvenues.com)

# **WORLD'S CHAMPIONSHIP HORSE SHOW**

## **2020 PROGRAM ADVERTISING SPECS**

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### **OUTSIDE BACK COVER** (with 1/8" bleed)

Bleed Size: 8.75" x 11.25"

Page Trim Size: 8.5" x 11"

Live Area: 7" x 10"

**Please keep all text and logos within the Live Area.**

### **INSIDE FRONT & BACK COVER** (with 1/8" bleed)

Bleed Size: 8.75" x 11.25"

Page Trim Size: 8.5" x 11"

Live Area: 7" x 10"

**Please keep all text and logos within the Live Area.**

### **TWO-PAGE SPREAD** (no bleed)

Image Size: 7.25" x 10" (each page)

### **FULL PAGE** (no bleed)

Image Size: 7.25" x 10"

### **HALF PAGE** (no bleed)

Image Size: 7.25" x 4.875"

**Horizontal only.**

### **SUBMISSION FOR CAMERA-READY ART**

Please save all files as a high-resolution PDF at 300 dpi or higher. All fonts **MUST** be properly embedded or supplied.

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## **CAMERA-READY ART DEADLINE IS FRIDAY, JULY 15, 2020**

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Upload all camera-ready art to our Hightail Upload Page at  
<https://tinyurl.com/wchs-2020>.

Please clearly label all submitted ads with the horse's name to make it easily identifiable for placement into the program.

**All questions regarding specs or artwork delivery can be addressed to Edward Browne at [Edward.Browne@kyvenues.com](mailto:Edward.Browne@kyvenues.com).**

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