

# 2020 WORLD'S CHAMPIONSHIP HORSE SHOW

## LED Board 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.**

### MECHANICAL SPECIFICATIONS

AD TYPE	DIMENSIONS	COLOR MODE	RESOLUTION	FORMAT
End Zone LED Still Graphic	352 px x 112 px	RGB	300 dpi	JPEG

### AD SPACE RATES

AD TYPE	FREQUENCY	*RATE	**COMBO DEAL
End Zone LED Still Graphic	15x :05	\$1,200	\$2,100

\*DISCOUNTS: WCHS EXHIBITORS receive a 10% discount, and SPONSORS receive a 25% discount on any ads placed.

\*\*COMBO DEAL: Includes LED advertisement and full page, 4-color print advertisement in the WCHS Program. Add \$400 for inside front or back cover.

**RATES** All rates are net. Pricing is based on a completed ad. See Additional Charges (listed below) for other fees that may apply.

**SUBMISSION** ALL ADS MUST BE PROVIDED VIA E-MAIL.

**ADDITIONAL CHARGES** Set-up charges will be added to any ad requiring typesetting, layout or design: **\$100 for each still graphic.** These same set-up charges will also be billed for **any** advertiser-initiated revisions or for any revisions needed to correct improperly supplied art.

**DEADLINES** **July 8, 2020** Deadline for advertising materials requiring any set-up or revisions.  
**July 15, 2020** Deadline for camera-ready art (no proof provided).

**PAYMENT** Ad Size: \_\_\_\_\_ & Cost \$ \_\_\_\_\_  
Set-up (if applicable) +\$ \_\_\_\_\_  
10% Exhibitor or 25% Sponsor Discount (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 \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

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

The WCHS reserves the right to reject any ad 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 promptly notified.

Please send original copy of this agreement along with advertising materials to:

Edward Browne / World's Championship Horse Show / PO Box 37130 / Louisville, KY 40233-7130

937 Phillips Lane / Louisville, KY 40209 / Phone: (502) 367-5184 / Fax: (502) 367-5189

[edward.browne@kyvenues.com](mailto:edward.browne@kyvenues.com) / [www.kystatefair.org](http://www.kystatefair.org)