

**April 6-8, 2018  
Indiana State Fairgrounds**

**40th Anniversary Special Pricing!**

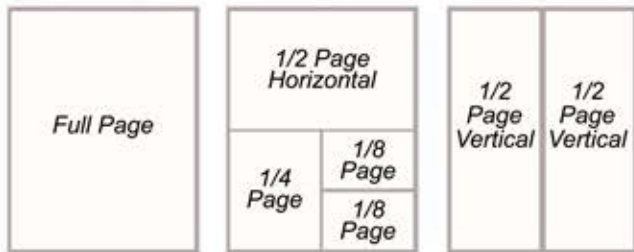
**PROGRAM ADVERTISING**

The Hoosier Horse Fair & Expo program will be distributed free to all adult attendees. This is an outstanding and affordable way to advertise your horse-related products or services, training facility, or stallions to avid horse people. This invaluable guide contains the complete schedule of all events, building maps, biographies of presenters, vendor list, important safety and event services, and much more.

**HHF & E exhibitors receive a 10% discount on ad rates**

Ad Sizes	Dimensions Width/Height	B&W	Full Color
Back Cover*	7.5" x 10"	\$740	\$840
Inside Front Cover*	7.5" x 10"	\$640	\$740
Inside Back Cover*	7.5" x 10"	\$640	\$740
Full Page	7.5" x 10"	\$340	\$440
1/2 Page Horizontal	7.5" x 4.75"	\$240	na
1/2 Page Vertical	3.5" x 10"	\$240	na
1/4 Page	3.5" x 4.75"	\$140	na
1/8 Page	3.5" x 2"	\$40	na

\* Premium Space - check for availability



**QUESTIONS??**  
 Contact Melinda Gerrish  
 765.524.1383 or  
 info@hoosierhorsefair.org  
**Copy Deadline:  
 Feb. 1, 2018**

**LAYOUT/DESIGN**

HHF & E can design or produce ad copy. Call for pricing. For more information about advertising contact info@hoosierhorsefair.org or 765.524.1383

**AD POSITION**

The positioning of ads within the program cannot be guaranteed, but every effort will be made to accommodate requests for specific positions.

**PAYMENT TERMS**

Full payment must be received with ad copy or by copy deadline (Feb. 1, 2018). Hoosier Horse Fair & Expo reserves the right to reject any ads at any time.

**PRINTING SPECIFICATIONS**

Printing: Offset Trim Size: 8.125" x10.75"  
 Bleed Size 8.375"x 11" (Available for full-page, full color ads only; no additional cost)  
 Live Area: 7.875"x 10.5"  
 Paper: Body 50lb. offset, cover 80lb. gloss text  
 Binding: Stitched  
 Screen: 133 line halftones are preferred; 120 line halftones are acceptable  
 PDF preferred or JPEG; CMYK color only.

**INSERTION ORDER**

**Make checks payable to  
 Hoosier Horse Fair & Expo.**

Send Ad & payment to: Hoosier Horse Fair & Expo  
 1547 North State St. Box#194  
 Greenfield, IN 46140

\_\_\_\_\_  
 Company

\_\_\_\_\_  
 Contact Person

\_\_\_\_\_  
 Address

\_\_\_\_\_  
 City State Zip

\_\_\_\_\_  
 Phone Number

\_\_\_\_\_  
 Email

**AD SIZE:**

- Back Cover Color (\$840)
- Back Cover B&W (\$740)
- Inside Front Cover Color (\$740)
- Inside Front Cover B&W (\$640)
- 1/4 pg B&W (\$140)
- 1/8 pg B&W (\$40)
- Full pg body Color (\$440)
- Full pg body B&W (\$340)
- 1/2 pg Hor. B&W (\$240)
- 1/2 pg Vert. B&W (\$240)

**PAYMENT INFORMATION:**

- Check  Money Order
- VISA  MasterCard  Discover  AmEx

Card #: \_\_\_\_\_  
 Exp. \_\_\_\_\_ V-Code \_\_\_\_\_

\_\_\_\_\_  
 Name as it appears on credit card

\_\_\_\_\_  
 Credit card billing address (if different than above)

I authorize that my card be charged for the amount indicated above for payment of an ad in the Hoosier Horse Fair & Expo Official Program.

\_\_\_\_\_  
 Authorized Signature

\_\_\_\_\_  
 Date