April 6-8, 2018
Indiana State Fairgrounds

40th Anniversary Special Pricing!

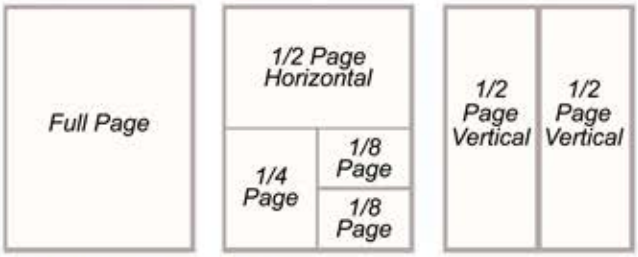
PROGRAM ADVERTISING

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)
- ☐ 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)
- ☐ 1/4 pg B&W ($140)
- ☐ 1/8 pg B&W ($40)

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 _____

www.hoosierhorsefair.org