



ADVERTISING SPECIFICATIONS and Order Form

For the 2010 Lendon's Youth Dressage Festival Program Book

GENERAL INFORMATION

1. Prices indicated are for those parties interested only in purchasing a program ad or a website link.
2. All Sponsors receive a complimentary ad the size of which is determined by their level of sponsorship. Some sponsorship levels also include a website link. For details, see www.youthdressagefestival.com, click on Sponsorship link on the homepage and then click on the 2010 Sponsorship Categories link.

AD SPECIFICATIONS

Digital File Requirements

- **Digital Ads should be sent via email to RIDEMOM@YAHOO.COM**
- In the subject field of your email, include the name of the advertiser and the size of the ad.
- If payment is due, mail this Order Form and payment to Theresa Davidson at address listed below.
- All files must be submitted as follows:
 - Files should be at least 300dpi and **MUST** be sized at 100%. PDF files provide the highest quality reproduction and are therefore preferred over other formats.
 - All fonts must be embedded.
 - All art **MUST** be supplied in black and white, not CMYK or RGB.

Camera Ready Requirements

- **Artwork, this Order Form and payment (if applicable) should be mailed to Theresa Davidson at address listed below.**
- All art **MUST** be supplied as black and white camera-ready, flat sized accurately to fit in the ad space.
- We cannot accept film for any ad.
- Please supply the best possible copy of your artwork to insure good ad reproduction.

INSTRUCTIONS

1. **USE THIS FORM** to order either paid or complimentary ad space and/or website link.
2. **PUT AN "X"** in the box beside the desired ad size or website link.

| | | | X |
|-----------------|-------------------|--------|---|
| Full Page Ad | 7 ¾" W x 9 7/8" H | \$ 400 | |
| Half Page Ad | 7 ¾" W x 5" H | \$ 250 | |
| Quarter Page Ad | 3 7/8" W x 5" H | \$ 175 | |
| Business Card | 3 ½" W x 2" H | \$ 100 | |
| Website Link | Six Months | \$ 225 | |
| Website Link | One Year | \$ 375 | |

3. **RETURN THIS FORM**, any Camera-Ready Artwork and/or Payment (if applicable) to:
Theresa Davidson, 17 Hemlock Drive, Greenwich, CT 06831
 Cell: 203-912-6653, Fax: 203-661-1878; Email: RIDEMOM@YAHOO.COM
4. **MAKE CHECK PAYABLE TO: Dressage4Kids, Inc.**

NAME of SPONSOR or of PARTY ordering the Ad or Link: _____

Phone _____ Email _____

DEADLINE TO RECEIVE ADS: June 4, 2010