



ADVERTISING SPECIFICATIONS and ORDER FORM

For Ads Solicited by Competitors for the 2011 Lendon's Youth Dressage Festival Program Book

AD SPECIFICATIONS

1. Submit all ads as black-and-white only; we cannot accept color ads.
2. Submit ads either as digital files sent by email, or as camera-ready artwork mailed by U.S. or private postal service.

Digital File Requirements, for ads sent by email

- Digital Ads should be sent via email to **RIDEMOM@YAHOO.COM**
- In the subject field of your email, include your name, the advertiser's name and the size of the ad.
- 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.
- Mail this Order Form and payment to Theresa Davidson at address listed below.

Camera Ready Requirements, for ads sent by postal service

- Artwork, this Order Form and payment (if applicable) should be mailed to Theresa Davidson at address listed below.
- All art MUST be sized accurately to fit in the ad space.

INSTRUCTIONS

1. Provide the following details:

Name of Competitor who solicited the Ad or Link _____ Email _____

Name of Company purchasing the ad _____

Name of Contact Person at Company Purchasing the Ad _____

Phone of Contact Person at Company _____ Email for Contact Person _____

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	<input type="checkbox"/>
Half Page Ad	7 ¾" W x 5" H	\$ 250	<input type="checkbox"/>
Quarter Page Ad	3 7/8" W x 5" H	\$ 175	<input type="checkbox"/>
Business Card	3 ½" W x 2" H	\$ 100	<input type="checkbox"/>
Website Link	Six Months	\$ 225	<input type="checkbox"/>
Website Link	One Year	\$ 375	<input type="checkbox"/>

3. Make Check Payable to: **Dressage4Kids, Inc.**

4. Return this form, any Camera-Ready Artwork and Payment to:

Theresa Davidson, 17 Hemlock Drive, Greenwich, CT 06831
Cell: 203-912-6653, Fax: 203-661-1878; Email: RIDEMOM@YAHOO.COM

DEADLINE TO RECEIVE ADS: May 31, 2011 – no exceptions