



2016

May 4 – May 22, 2016

Ad-Vend-Sponsor@saratogaspringshorseshow.com

Web site: www.saratogaspringshorseshow.com

P.O. Box 1310, SARATOGA SPRINGS, NY 12866 (518) 490-1214 FAX: (518) 490-6423

ADVERTISING RATES 2016

The Capital Fund of Saratoga County, Inc.* is proud to extend to you the opportunity to join us for the 56th Annual Saratoga Springs Horse Shows (I, II, and III). The event brings approximately 700 participants and about 2,000 spectators to the Saratoga Springs region each week of a three week event.

We offer (2) booklets in which you can advertise.

- 1.) **Competitors Prize List** - the Prize List is our invitation and guide for show participants. It contains all the entry and general information that a competitor needs to compete at the Saratoga Springs Horse Shows. The advertisements enhance the prize list as a guide for lodging, dining, entertainment, local attractions and businesses and more. We will provide for a total circulation of over 2,200 copies plus electronic copies on website and emailed by request. The Prize List is mailed to riders, trainers, and owners in February. This is the only opportunity to directly market to our mailing list.

**Space Reservations are due by January 11th; Ad materials including full Payment are due by January 18 2016,*

- 2.) **Souvenir Program** - is published and distributed at the Saratoga Springs Horse Shows and is a keepsake of the events. Many show jumping enthusiasts use the souvenir program for autographs of their favorite equestrians. With an attractive design and four color format, the program includes the show schedules, score sheets for the premier classes, a guide for spectators, and informative articles. Use the souvenir program to showcase your business to an audience comprised of families, singles, seniors, corporate sponsors and the media.

**Space Reservations are due by March 1; Ad materials and Payment are due by April 1, 2016.*

RATES	Black & White	Four Color	AD DIMENSIONS		
			AD SIZE	Width (in.)	Depth (in.)
Back cover*	N/A	\$1,000	Trim Size	8.5	11
Inside front* or back cover*	N/A	\$800	Full Page Bleed	8.625	11.125
Full Page	\$450	\$500	Full Page Non Bleed	7.3	10
Half Page	\$300	\$350	Half Page Vertical	3.65	10
			Half Page Horizontal	7.3	5
Quarter Page	\$175	\$200	Quarter Page	3.65	5
1/8 Page	\$125	\$150	1/8 Page	3.65	2.5

*These options are limited to first come or sponsorship option

Reach your target market with a listing on our Saratoga Springs Horse Show Website -

- Listing with Name, Address, Contact information & logo (if provided) - \$150
- Include a direct link to your website along with the above - \$250



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DIGITAL PRE-PRESS REQUIREMENTS

FILES (please contact us if you have any question about these requirements)

- ☞ Preferred format in native files (i.e. Photoshop). Please include a PDF copy.
- ☞ Original files are preferred in the format they were produced. High Resolution PDF files are acceptable but must be 1200 or 2400dpi.
- ☞ All disks should be labeled with name of job, contact, phone number and file format.
- ☞ A hard copy proof containing 100% of the file information should be provided for each ad. All color proofs should indicate trims and bleeds where applicable.
- ☞ Please eliminate all unused data and supply only the files to be output on the disks.
- ☞ You MUST supply all artwork and fonts used in the creation of the document. Scans/graphics in one folder, all Quark files in another folder and fonts in their own folder. All scans/graphics/images must be on the disk in the native files. Do NOT imbed or store the photos or graphics in the layout application.
- ☞ If possible, email files to Ad-Vend-Sponsor@saratogaspringshorseshow.com

LAYOUT/SCANS/IMAGES (please contact us if you have any question about these requirements)

- ☞ Build pages to trim size and extend bleed 1/8" beyond page edge. Keep live area matter 1/4" from final trim.
- ☞ Scanned images should not be enlarged beyond 110% or reduced below 50% in the layout application, and image resolution must be 300dpi or higher. Final resolution must be 300dpi.
- ☞ Do NOT nest EPS files within other EPS files if possible.
- ☞ Color scan images should be CMYK (RGB mode is not supported). Image density should be 280% maximum.
- ☞ Duotones must be converted to CMYK mode.

TERMS & CONDITIONS

All rates are based on camera ready copy. Production charges for type, stats, color separations, halftones, etc. will be billed to the advertiser.

All ads must be paid in full, including production charges, by the material deadlines listed for each publication. Please make checks payable to "Saratoga Springs Horse Show".

In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser or agency placing the advertisement.

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold the Saratoga Springs Horse Show (CFSC, Inc.) harmless against any expense or loss by reason of any claims arising out of publication.

No cancellations of space orders will be permitted after the closing dates.

The Saratoga Springs Horse Show reserves the right to reject any advertising that is not in keeping with the publications' standards. All orders are accepted on the terms and conditions outlined above.

Saratoga Springs Horse Show I – May 4 – May 8 • Saratoga Springs Horse Show II - May 11 – May 15, Saratoga Springs Horse Show III - May 18 – May 22