



## PROGRAM ADVERTISING

The Oklahoma Horse Fair Official Program will be distributed **free** to all attendees. This is an outstanding and affordable way to advertise your horse-related products or services, training facility, or stallion to avid horse people. This invaluable guide contains the complete schedule of events, building maps, biographies of the presenters, vendor list, and much more! Many people keep the program as a resource after the event.

### PRINTING SPECIFICATIONS

Program Trim Size: 8.5" x 11"

Resolution: Color - CMYK, 300 dpi; B&W - Grayscale, 200 dpi

Formats accepted: PDF (preferred), JPEG

No bleeds

Ad Sizes	Dimensions Width/Height	Full Color	B&W
Back Cover*	7.5" x 10"	\$525	N/A
Inside Front Cover*	7.5" x 10"	\$440	N/A
Inside Back Cover*	7.5" x 10"	\$440	N/A
Full Page	7.5" x 10"	\$335	\$250
1/2 Page Horizontal	7.5" x 4.75"	\$225	\$160
1/2 Page Vertical	3.5" x 10"	\$225	\$160
1/4 Page	3.5" x 4.75"	\$140	\$100
1/8 Page	3.5" x 2"	\$90	\$60

\* Premium Space - check for availability

Full Page	1/2 Page Horizontal		1/2 Page Vertical	1/2 Page Vertical
	1/4 Page	1/8 Page		
		1/8 Page		

### AD DEADLINE

**1/15/16**

**Make checks  
payable to  
Dahl Graphics  
& Printing**

### QUESTIONS??

Contact Linda Dahl  
Dahl Graphics & Printing

Toll Free: 888-403-2060

Cell: 651-353-8188

Fax: 888-816-9774

okhf-ads@dahlgraphics.com

www.dahlgraphics.com

### LAYOUT/DESIGN

There is no additional charge for design of ads to be run in the program or pocket schedule. Proofs will be provided for approval prior to printing.

### AD POSITION

The positioning of ads within the program cannot be guaranteed, but every effort will be made to accommodate requests for specific positions. Early submission of your insertion order will help ensure your ad position.

### CANCELLATIONS

No cancellations will be accepted or refunds given after the ad deadline.

### PAYMENT TERMS

Full payment must be received with the insertion order or by ad deadline. All major credit cards are accepted. A \$25 fee will be charged for any check returned for insufficient funds, closed account, or any other reason.

The Oklahoma Horse Fair or Dahl Graphics & Printing reserves the right to reject any ads at any time. Each ad is accepted with the understanding that the advertiser is authorized to publish its contents and they agree to indemnify the Oklahoma Horse Fair and Dahl Graphics & Printing against any loss or expense resulting from claims arising out of its publication. The Oklahoma Horse Fair or Dahl Graphics & Printing assume no liability for submitted copy errors.

## INSERTION ORDER

**Make check payable to Dahl Graphics & Printing**  
and send completed insertion order to:

**Program Advertising Oklahoma Horse Fair**

4755 N. Parrot Lane, Marana, AZ 85653

or fax insertion order to: 888-816-9774

Company \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

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

Email \_\_\_\_\_

### AD SIZE:

#### FULL COLOR AD

Back Cover (\$525)

Inside Front Cover (\$440)

Inside Back Cover (\$440)

Full Page (\$335)

1/2 Page (\$225)

1/4 Page (\$140)

1/8 Page (\$90)

#### B&W AD

Full Page (\$250)

1/2 Page (\$160)

1/4 Page (\$100)

1/8 Page (\$60)

### 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 Oklahoma Horse Fair Official Program..

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

Date \_\_\_\_\_