

# IDHSNA 2011 ANNUAL BREED SHOW & INSPECTION, Aug 18-21: PROGRAM/BOOTH REGISTRATION

FIRM DEADLINES: AD MATERIALS OR PRESS READY ADS PLUS PAYMENT IN FULL DUE: AUGUST 1st.  
INTERNET AD PROOFING AVAILABLE AUGUST 8th. PROGRAM GOES TO PRESS AUGUST 10th, 2011.

- To place an ad in the 2011 Show Program, please complete this form and submit to Sarah Hooper (address at bottom of form). NOTE: Space is allocated on a first come, first serve basis. You will be contacted if we cannot meet your request for ad space.
- We are happy to design your ad for you, free of charge, or will accept press ready ads, as long as they meet the required technical specifications. Advertisers will be able to proof ads via the internet, in pdf format prior to printing.
- Advertisers do not have to be IDHSNA members to advertise.
- Ads will only run once payment has cleared.
- Show organizers reserve the right to refuse any ad because of inappropriate or known to be incorrect content.
- If you have any questions regarding your ad content, files, or technical specs, please do not hesitate to contact LAURIE MONROE at (352) 445-1235 / laurie@grafxbylaurie.com. Inquiries regarding order status and payment should be directed to SARAH HOOPER at TiogarFarm@yahoo.com

## TECHNICAL SPECIFICATIONS:

- All images/logos are 300 dpi or higher in resolution.
- Black/White ads should be in greyscale, not RBG or CMYK. Color Ads should be in CMYK.
- All fonts should be embedded or used as outlines.
- Acceptable file formats: hi-res PDF, tiff, eps. We will accept high res JPGs but reserve the right to refuse publication if the quality of the jpg is unacceptable (too low).
- NO PUBLISHER OR MICROSOFT WORD ADS PLEASE.
- If we are designing your ad please forward all photos, logos and copy to Laurie Monroe (laurie@grafxbylaurie.com).
- Send all images in their highest resolution. Please do not crop or resize.
- Send original photos if you like. They will be scanned and returned. Please do not cut or crop photo.
- Send all ad copy via an email message, word document or as hard copy.
- Press ready ads and/or ad materials may be submitted via EMAIL or ON CD via courier or regular mail. If emailing ads or images sized 5 mgs or larger, please call Laurie for ftp access.

## 2011 ANNUAL SHOW PROGRAM ADVERTISING:

Please identify how many of what size ad you are purchasing. Note that there is only one available IFC or IBC in a program. The BC is already sold.

LOCATION/SIZE	DIMENSIONS	COLOR	QTY	B/W	QTY
Inside Front Cover (1 only)	8.5" x 11" (plus .25 bleed). 7.5"x10" (live space).	\$175		--	--
Back Cover (1 only)	8.5" x 11" (plus .25 bleed). 7.5"x10" (live space).	\$200		--	--
Inside Back Cover (1 only)	8.5" x 11" (plus .25 bleed). 7.5"x10" (live space).	\$175		--	--
Inside Spread	17" x 11" (plus .25 bleed). 7.5"x10" (live space).	\$300		\$170	
Full Page	7.5" x 10" (no bleed).	\$150		\$85	
Half Page (V)	3.65" x 10" (no bleed).	\$100		\$50	
Half Page (H)	7.5" x 4.75" (no bleed).	\$100		\$50	
One Quarter Page	3.65" x 4.75" (no bleed).	\$75		\$35	
Business Cards	3.5" x 2" (no bleed).	--	--	\$20	
<b>Total amount for all ads:</b>		<b>\$</b>		<b>\$</b>	

## 2011 ANNUAL SHOW VENDOR OPPORTUNITIES: Either package can upgrade to full page ad for additional \$50. Circle the Standard cost or Upgrade cost you choose.

BOOTH SIZE	PACKAGE	COST	UPGRADE
10' x 10'	Booth space plus 1/2 page color ad, and opportunity to hang banner in coliseum. <i>Silent auction donation item requested.</i>	\$200	\$250
10' x 20'	Booth space plus 1/2 page color ad, and opportunity to hang banner in coliseum. <i>Silent auction donation item requested.</i>	\$300	\$350

Please PRINT

Business Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_ Email \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Ad Size \_\_\_\_\_ B&W \_\_\_\_\_ Color \_\_\_\_\_

Ad will be (check one):

Payment Options

Sent Camera Ready  Please design.  Check one:  Check  Credit Card \$ \_\_\_\_\_ Amount Enclosed

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ Sec Code \_\_\_\_\_

**Please mail form and payment to: SARAH HOOPER, 24926 Sylvan Pl., Magnolia, TX 77355. Fax: (713) 634-2718. TiogarFarm@yahoo.com**