



Web site: www.lakeplacidhorseshow.com

5514 CASCADE ROAD, LAKE PLACID, NY 12946 (518) 523-9625 FAX: (518) 523-9614

June 26 – July 8, 2012

ADVERTISING RATES 2011/2012

The Lake Placid Horse Show Association is proud to extend to you the opportunity to join us for the 43rd Annual Lake Placid and I Love New York Horse Shows. The event brings approximately 1,500 participants and 10,000 spectators to the Lake Placid region over a two week time period.

We offer (2) opportunities to 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 Lake Placid 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 2,000 copies. The Prize List is mailed to riders, trainers, and owners in February. This is the only opportunity to directly market our mailing list.

**Space Reservations are due by November 15, Ad materials are due by December 15, 2011*

- 2.) **Souvenir Program** The Program is published and distributed at the Lake Placid Horse Shows and is a keepsake of the events. Many show jumping enthusiasts use the souvenir program for autographs of the world's finest Olympic equestrians. With an attractive design and four color format, the program includes the show schedules, current Grandprix rider biographies, 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 April 15, Ad materials are due by May 1, 2012.*

RATES	Black & White	Four Color	AD DIMENSIONS		
SIZE			AD SIZE	Width"	Depth"
Back cover	N/A	\$3,000	Trim Size	8.5	11
Inside front or back cover	N/A	\$2,200	Full Page Bleed	8.625	11.125
Full Page	\$800	\$1,500	Full Page Non Bleed	7.25	9.75
Half Page	\$500	\$800	Half Page Vertical	3.5	10
1/8 Page	\$250	\$250	Half Page Horizontal	7.5	5
			1/8 Page	3.5	2.25

LPHSA offers membership discounts to its supporters.

Membership Discounts:

Bronze Members (\$100) receive 10% discount

Silver Members (\$350) receive 15% discount

Gold Members (\$500) receive 20% discount



lphsa@centralny.twcbc.com

Web site: www.lakeplacidhorseshow.com

5514 CASCADE ROAD, LAKE PLACID, NY 12946 (518) 523-9625 FAX: (518) 523-9614

June 26 – July 8, 2012

DIGITAL PRE-PRESS REQUIREMENTS

FILES

- ⊗ 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.

LAYOUT/SCANS/IMAGES

- ⊗ 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.
- ⊗ Image file format should be TIFF or EPS. Quark colorized Grayscale TIFFs must be CMYK mode, and the background color in the box may NOT be colored. PUB and WORD formats are NOT acceptable and are not supported.
- ⊗ Delete all extraneous alpha channels, pasteboard items, styles, etcetera not needed for final output.

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 Lake Placid Horse Show Association.

No ad materials will be returned until space bill is paid in full.

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 it's agency agree to indemnify and hold the Lake Placid Horse Show Association 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 Lake Placid Horse Show Association 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.

Lake Placid Horse Show June 26 - July 1, 2012
I Love New York Horse Show July 3 - 8, 2012



lphsa@centralny.twcbc.com

Web site: www.lakeplacidhorseshow.com

5514 CASCADE ROAD, LAKE PLACID, NY 12946 (518) 523-9625 FAX: (518) 523-9614

June 26 – July 8, 2012

ADVERTISING SPACE ORDER CONTRACT

Advertiser: _____

Address: _____

City, State, Zip _____

Contact Person: _____

Email Address: _____

Phone: _____

Fax: _____

Authorizing Signature: _____

All advertising space requests payment in full by material deadlines listed for each publication. Cancellations cannot be accepted after published closing dates. Advertiser and/or agency acknowledges receipt of, and agrees to, the terms and conditions included in the LPHSA rate card.

Please check the ad size below you would like reserve:

Prize List or Souvenir Program

Full Page Color

Full Page Black & White

Half Page Color

Half Page Black & White

1/8 page directory ad

(1/8 page ads - Please supply a picture or logo, your contact information, and up to 50 words of text to describe your establishment)

Repeat 2011 Ad

Send all insertion orders, payments and materials to:

Lake Placid Horse Show Association

Attn: Amy Barney

5514 Cascade Road

Lake Placid, NY 12946

518-523-9625 fax: 518-523-9614

Email: lphsa@centralny.twcbc.com

Enclosed is my check

Please invoice me

Lake Placid Horse Show June 26 - July 1, 2012

I Love New York Horse Show July 3 - 8, 2012