

The Andalusian-Lusitano Alliance US Grand National Championships Program

Advertising Insertion Order Form

Terms set by THE ALL AMERICAN ANDALUSIAN AND LUSITANO SHOW HORSE ALLIANCE (AAALSHA) are as follows:
PAYMENT

1. All ads must be pre-paid - or ad/ads will not be run. - no exceptions.
2. Payment should be made payable to Horse Digests / AAALSHA
3. Horse Digests accepts Visa, Master Card, American Express, Discover, and PayPal.

AD RESERVATIONS

1. Ad reservations are booked on a first come, first served basis.
 2. ALL advertisers must fill out and mail us a completed Insertion Order (see form below).
- If your ad arrives without an Insertion Order, it will NOT run!

Please print this form and fax or mail to the Horse Digests office, ATTN: Rahn Greimann / AAALSHA, 507-526-2629
 Or Call Gareth Selwood at 262-325-0283



Company / Farm: _____
 Contact: _____
 Address: _____
 City: _____ St: _____ Zip: _____
 Sending check to Horse Digests, _____ No _____
 Credit Card (Visa _____, MC _____, AM Ex _____, Discover _____, PayPal _____)
 Card # _____ Expires _____
 Security Code on Back of Card _____
 Authorizing Signature: _____
 Phone: _____ Fax: _____ Email: _____



ADVERTISING RATES AAALSHA Members / Non-Members

	QTY	Total \$ of ads placed
Full Page (4c):	\$485 / 585 _____ X _____ = \$ _____	
Full Page (bw):	\$250 / 350 _____ X _____ = \$ _____	
2 Page Spread (4c):	\$875 / 975 _____ X _____ = \$ _____	
2 Page Spread (bw):	\$475 / 575 _____ X _____ = \$ _____	
Half Page (4c):	\$275 / 375 _____ X _____ = \$ _____	
Half Page (bw):	\$145 / 245 _____ X _____ = \$ _____	
Third Page (4c):	\$195 / 295 _____ X _____ = \$ _____	
Third page (bw):	\$120 / 220 _____ X _____ = \$ _____	
Quarter Page (bw only):	\$85 / 95 _____ X _____ = \$ _____	
Quarter Page (Color):	\$125 / 155 _____ X _____ = \$ _____	
Inside Front Cover:	\$575 / 675 _____ X _____ = \$ _____	
Inside back Cover:	\$525 / 625 _____ X _____ = \$ _____	
Outside back Cover:	\$650 / 750 _____ X _____ = \$ _____	
Page 3 (Color Only)	\$495 / 595 _____ X _____ = \$ _____	
*Center Spread (Color Only)	\$1050/1250 _____ X _____ = \$ _____	
Business cards:	\$65 _____ X _____ = \$ _____	
<small>color</small> Stallion Directory:	\$65 _____ X _____ = \$ _____	
<small>color</small> Trainer Directory:	\$65 _____ X _____ = \$ _____	
<small>color</small> Photo Classified:	\$55 _____ X _____ = \$ _____	
(40 words + 1 color picture)		
Classified:	\$15 min. _____ X _____ = \$ _____	
(\$.30 per word, 50 word minimum)		
Total: = \$ _____		

Mechanical Specs		
Live Area	Trim Size	Bleed
7.5 x 10.5	8.5 x 11	9 x 11.5
7.5 x 10.5	8.5 x 11	9 x 11.5
16 x 10.5	17 x 11	17.5 x 11.5
16 x 10.5	17 x 11	17.5 x 11.5
Half Page Vertical	4.6875 x 8.375	
Half Page Horizontal	7.5 x 4.875	
2.375 x 7.5		
2.375 x 7.5		
Quarter Page Vertical	2.375 x 8.375	
Quarter Page Standard	3.635 x 4.875	

Ad Orders to:
Gareth A. Selwood
 262-325-0283
 selwoodp@idcnet.com

Payments and Ads to:
Horse Digests
Rahn Greimann, Publisher
35418 90th Street
Blue Earth, MN 56013
866-221-4856
507-525-0513 Cell,
507-526-2629 Fax
Rahn@HorseDigests.com
 Always leave a message at either number.

Classified Ads: Please write your classified ads here:

(* Note - all display advertisers using a credit card, to pay for their ads for the year, will receive a free Photo Classified ad in issue 3)
 These rates do not include design fees. Custom design is available. Call for quotes.

1. All display ads may be submitted via CD or email (up to 10 megabytes) Over 10 megabytes may be sent via www.yousendit.com a free FTP server or you can call for our ftp site upload instructions.
2. Classified, Stallion Directory, Business Card, Trainer Directory & Photo Classified ads may be e-mailed as long as you can fax, e-mail or mail your Insertion Order.

DIGITAL SPECIFICATIONS:

1. Accepted formats: PDF, EPS, TIF, JPG, or Quark 7.0 or lower. Note JPGs should be higher DPI. Embed all fonts and supply graphics and fonts if in Quark. (We prefer PDF CMYK 300 DPI Fonts embedded. Distill your project at Press Quality settings.)
2. Color ads: CMYK 3. 300 DPI resolution 4. Fonts - convert to outline, Embed all Fonts
5. ALL ads must be accompanied by a proof! We are not responsible for correctness of ads arriving without a proof!
6. Any ads not arriving in the correct format will be charged an additional set-up fee.