



The Alliance Source

"Uniting the Passion for the Iberian Show Horse"



Jan Issue – Get out and Show Issue! Featuring our once a year Stallion Showcase and New Breeder's Directory. Insertion orders are due by Jan 10th with all artwork due by Jan 15th.

****Just announced ** Any Alliance Members who advertise in the trainer's or breeder's directory will also be listed free of charge on the Alliance website and are welcome to send in Member News for inclusion in the Source and Alliance e-news!**

Please print and fax, mail or scan and email this form to: The Alliance Source / Fax: 805-210-2045 / Phone: 951-587-7538 / Mail: 3431 Highwood Ct. 137 Simi Valley, CA 93063 / email: thealliancesource@hotmail.com

Name: _____
 Company or Farm _____
 Address: _____
 City: _____ St: _____ Zip: _____
 Email: _____ (please include so we can keep you updated on Alliance events)
 Phone: _____ Fax: _____
 Sending a check? Yes ___ No ___ Check # _____
 Please make check payable to: AAALSHA
 Credit Card (Visa ____, MC ____, AM Ex ____, Discover ____)
 Card # _____ Expires _____
 Security Code on Back of Card _____
 Authorizing Signature: _____

ADVERTISING RATES – ALL AD PRICES ARE FOR COLOR

	QTY	Total \$ of ads placed	Mechanical Specs		
Full Page	\$300	___ X ___ = \$ _____	Live Area	Trim Size	Bleed
2 Page Spread	\$550	___ X ___ = \$ _____	7.5 x 10.5	8.5 x 11	9 x 11.5
Half Page	\$200	___ X ___ = \$ _____	16 x 10.5	17 x 11	17.5 x 11.5
Congratulations Ad (1/4 Page)	\$100	___ X ___ = \$ _____	1/2 Page Vertical	4.6875 x 8.375	
Stallion Showcase (1/4 Page)	\$100	___ X ___ = \$ _____	1/2 Page Horizontal	7.5 x 4.875	
Trainer's Directory	\$25	___ X ___ = \$ _____	Quarter Page Vertical	2.375 x 8.375	
New! Breeder's Directory	\$25	___ X ___ = \$ _____	Quarter Page Standard	3.635 x 4.875	
Subscription	\$30 yr	___ X ___ = \$ _____			
Inside Front Cover: <i>Sold</i>	\$375	___ X ___ = \$ _____			
Inside Back Cover:	\$375	___ X ___ = \$ _____			
Outside Back Cover: <i>Sold</i>	\$400	___ X ___ = \$ _____			
Center Spread: <i>Sold</i>	\$700	___ X ___ = \$ _____			
		Total: = \$ _____			

Please send insertion orders to:
 The Alliance Source
 Fax: 805-210-2045 / Phone: 951-587-7538
 Email: thealliancesource@hotmail.com
 3431 Highwood Ct. #137
 Simi Valley, CA 93063
Please send artwork to:
 Debby Mudler
art@zoshadesign.com
 20 E Airport Rd #122
 Lebanon, OR 97355
 Fax: 503-914-1680 / Phone: 503-936-7141

These rates do not include design fees. Custom design is available contact:
 Horse Digests Rahn Greimann: rahn@horsedigests.com 507-525-4856
 Zosha Design Debby Mudler: art@zoshadesign.com 503-936-7141

- All display ads may be submitted via CD or email to: art@zoshadesign.com (up to 50 MB) Over 50 MB may be sent via www.yousendit.com a free FTP server or you can call for our ftp site upload instructions (Debby: 503-936-7141)
- DIGITAL SPECIFICATIONS:
- 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.)**
- Color ads: CMYK 3. 300 DPI resolution 4. Fonts - convert to outline, Embed all Fonts
- ALL ads must be accompanied by a proof! We are not responsible for correctness of ads arriving without a proof!
- Any ads not arriving in the correct format will be charged an additional set-up fee.