



# OFFICIAL PROGRAM ADVERTISING



March 5-7, 2021 ♦ Saline County Expo Grounds, Salina, KS

The EquiFest of Kansas 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: 8.25" x 10.75"  
Resolution: Color - CMYK, 300 dpi; B&W - Grayscale, 200 dpi  
Formats accepted: PDF (preferred), JPEG ♦ No bleeds

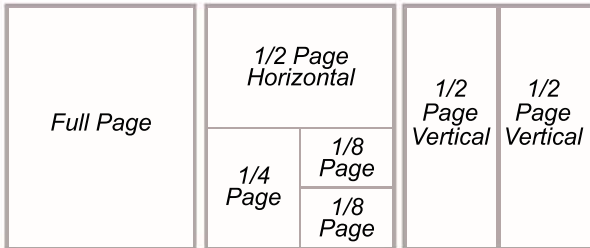
Ad Sizes	Dimensions Width/Height	Full Color	B&W
Back Cover*	7.375" x 9.75"	\$600	N/A
Inside Front Cover*	7.375" x 9.75"	\$500	N/A
Inside Back Cover*	7.375" x 9.75"	\$500	N/A
Full Page	7.375" x 9.75"	\$385	\$290
1/2 Page Horizontal	7.5" x 4.75"	\$260	\$185
1/2 Page Vertical	3.5" x 9.75"	\$260	\$185
1/4 Page	3.5" x 4.75"	\$160	\$115
1/8 Page	3.5" x 2"	\$110	\$90

\* Premium Space - check for availability

**AD DEADLINE**  
**2/5/21**

## QUESTIONS??

**Contact**  
**Linda Dahl**  
Dahl Graphics & Printing  
651-353-8188  
khc-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 EquiFest of Kansas 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 EquiFest of Kansas and Dahl Graphics & Printing against any loss or expense resulting from claims arising out of its publication. The EquiFest of Kansas 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 EquiFest of Kansas**  
4755 N Parrot Ln, Marana, AZ 85653  
email to [khc-ads@dahlgraphics.com](mailto:khc-ads@dahlgraphics.com)

Company \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

Email \_\_\_\_\_

### AD SIZE:

- |   |  |
|---|--|
| <input type="checkbox"/> Back Cover (\$600)         | <input type="checkbox"/> Full Page (\$290) |
| <input type="checkbox"/> Inside Front Cover (\$500) | <input type="checkbox"/> 1/2 Page (\$185)  |
| <input type="checkbox"/> Inside Back Cover (\$500)  | <input type="checkbox"/> 1/4 Page (\$115)  |
| <input type="checkbox"/> Full Page (\$385)          | <input type="checkbox"/> 1/8 Page (\$90)   |
| <input type="checkbox"/> 1/2 Page (\$260)           |  |
| <input type="checkbox"/> 1/4 Page (\$160)           |  |
| <input type="checkbox"/> 1/8 Page (\$110)           |  |

### 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 EquiFest of Kansas event program.

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

Date \_\_\_\_\_