

February 22-24, 2019

# PROGRAM INSERTION ORDER



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The **EquiFest of Kansas Program** is filled with information for equine enthusiasts; therefore, it is an affordable publication for you to advertise if your target audience is in the horse industry.

The program is not only a complete guide for what's happening during EquiFest, but a tool for your potential or current clients to see what you are offering that suits their equine needs and wants. Plus, it is a great resource for attendees to utilize throughout the entire year. **circulation: 6000**

**FINAL AD DEADLINE:  
Thurs., January 24, 2019**

| <b>Color Ads</b>                  | <b>Width x Height</b> | <b>Full Color</b> |
|-----------------------------------|-----------------------|-------------------|
| Inside Front or Inside Back Cover | 7.375" x 9.75"        | \$500             |
| Back Cover                        | 7.375" x 9.75"        | \$600             |
| 2-Page, Inside Spread             | 7.375" x 9.75"        | \$700             |
| Full Page                         | 7.375" x 9.75"        | \$385             |
| 1/2 Page Horizontal               | 7.375" x 4.75"        | \$260             |
| 1/2 Page Vertical                 | 3.5" x 9.75"          | \$260             |
| 1/4 Page                          | 3.5" x 4.75"          | \$160             |
| 1/8 Page                          | 3.5" x 2"             | \$110             |
| <b>Black &amp; White Ads</b>      |                       |                   |
| Full Page                         | 7.375" x 9.75"        | \$290             |
| 1/2 Page Horizontal               | 7.375" x 4.75"        | \$185             |
| 1/2 Page Vertical                 | 3.5" x 9.75"          | \$185             |
| 1/4 Page                          | 3.5" x 4.75"          | \$115             |
| 1/8 Page                          | 3.5" x 2"             | \$90              |

**color - CMYK | b/w - grayscale  
300 dpi | pdf or jpg | no bleeds**

### TERMS & CONDITIONS:

Design work is available. **No ad modifications or ad designs after deadline date.**

No refunds or cancellations once requested design work on ads has begun or after final ad deadline.

Full payment is due with submission or no later than deadline or ad will not be published.

A \$35 fee will be charged for insufficient funds.

The EquiFest of Kansas, Livin' It Design, and/or Kristi Koch have the right to refuse any ads. By submitting the ad or files necessary to create the ad, the advertiser agrees they are authorized to publish the information they submit and agree to indemnify EquiFest of Kansas, Livin' It Design, and/or Kristi Koch against any loss or expense resulting from claims arising out of it's publication. The EquiFest of Kansas, Livin' It Design, and/or Kristi Koch assume no liability for submitted copy errors.

*I have read and agree to the terms & conditions.*

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_

### AD TYPE:

- Inside Front Cover
- Inside Back Cover
- 2-page, inside spread
- Full Page
- 1/2 Page Horizontal
- 1/2 Page Vertical
- 1/4 Page
- 1/8 Page
  
- Color
- Black & White

Organization \_\_\_\_\_

(name as it will appear in Ad Index)

Contact Name \_\_\_\_\_ Tel \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

(invoices will be sent via email)

Special Notes \_\_\_\_\_

### PAYMENT:

Price \$ \_\_\_\_\_  Payment is enclosed.

Payment by:  Check/Money Order  PayPal/Credit Card\*

(please make checks payable to Kristi Koch)

\*receipts and PayPal/Credit Card invoices will be sent via email

**CONTACT/MAILING:** **Kristi Koch** | Livin' It Design & Marketing

**1969 N 275th Road | Clyde, KS | 785-243-5898 | equifestofksp@gmail.com | www.livinitedesign.com**

### SEND AD TO:

equifestofksp@gmail.com