



HOTT
HORSE SHOWS

ADVERTISING FORM

- _____ Inside Front/Back Cover (Color Only)
- _____ Full Page Color
- _____ Full Page B/W
- _____ 1/2 Page Color
- _____ 1/2 Page B/W
- _____ 1/4 Page Color
- _____ 1/4 Page B/W

Show Prizelist: _____
(May, August, September - 20% Discount given to those advertising in all three prizelists)

Materials Due
 May Prize List *February 1st*
 August Prize List *April 1st*
 September Prize List *May 1st*

Advertiser _____
 Address _____
 City, State _____ Zip _____
 Phone _____ Fax _____ E-Mail _____

Ad Specifications

Full Page
 7.5" x 10"
 8.75" x 11.25" *bleed

1/2 Page
 7.5" x 4.75" *non-bleed
 4.74" x 7.5" *non-bleed

1/4 page vertical
 3.5" x 4.75" *non-bleed
 4.75" x 3.5" *non-bleed

ALL ADS: Keep live matter 1/2" from trim.
BLEED ADS: Provide 1/8" bleed

Ad Pricing

Color
 Full Page
 1x \$300 / 3x \$720
 Half Page
 1x \$150 / 3x \$360
 1/4 Page
 1x \$100 / 3x \$240

Black/White
 Full Page
 1x \$250 / 3x \$600
 Half Page
 1x \$125 / 3x \$300
 1/4 Page
 1x \$75 / 3x \$180

Contact

Libby Hott
 515-306-1140 Cell
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Please make checks payable to MLEC and mail to:

MLEC
 3297 105th Street
 Cumming, Ia 50061