

SHOW PROGRAM MEDIA KIT

Legends of Ranching

Futurity and Maturity Horse Show
April 21, 2017

SHOW PROGRAM

- Physical circulation of 500
- Full color program

SOCIAL MEDIA

- Thousands of likes/hits
- Advertising posted on Facebook

EXHIBITORS

- Over \$10,000 in prize money
- Prizes and giveaways

RECOGNITION

- Advertisers recognized throughout the show
- Opportunity to sponsor “give-aways” and other promotions
- Banners displayed in show office and arena
- Opportunity to sponsor class awards
- Booth space available at discounted rates to advertisers.

Colorado
State
University

EQUINE SCIENCES

www.csuequine.com

www.csulegendsofranching.com



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Futurity and Maturity Horse Show
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Advertise in our comprehensive Show Program given to exhibitors and spectators alike.
Full color advertising in amongst features such as show patterns and scoresheets.

Ad Specifications

Printing: Four-color process, web offset on coated stock, staple bound

Page size: 5.25" x 8.5" (Trim Size)

Resolution: 300 dpi

Ad Size	Bleed Size	No Bleed/Live Area Size	Cost
Full Page	5.5" x 8.75"	4.25" x 7.5"	\$250
Half Page	—	4.25" x 5.5"	\$150

All dimensions noted are in inches, width x height

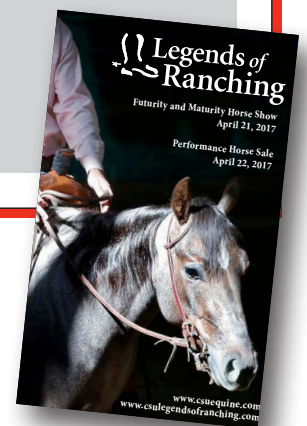
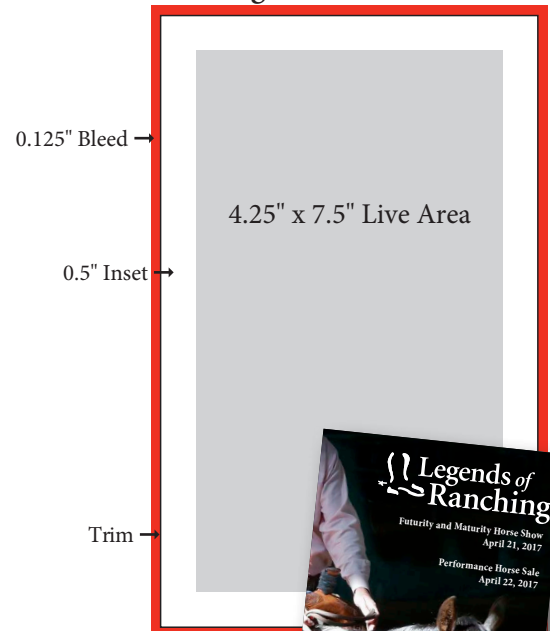
Bleed Ads Create document to the bleed size noted above. Bleed 0.125" on all four sides. Please keep critical design/type elements a minimum of 0.25" to 0.5" inside the trim space.

Non-Bleed Ads: Create document to the no-bleed ad size noted above.

- Files accepted:**
- Preferred format: PDF/X-1a:2001 with bleeds, no crops
 - InDesign (with fonts converted to outlines, graphic files linked and included, 300 dpi resolution, and all colors converted to CMYK)
 - Illustrator (with fonts converted to outlines, graphic files embedded and included, 300 dpi resolution for images, and all colors converted to CMYK)
 - TIFF or JPG file, 300 dpi resolution

Files NOT accepted: Microsoft Word, PowerPoint, Publisher, Excel, or Corel Draw

Full Page 5.25" x 8.5"



Deadlines

January 31 – Partnership commitment and advertising space reservations due

March 15 – Deadline for submitting artwork

Legends of Ranching Futurity & Maturity Horse Show Program will be published in March 2017.

Advertising Inquiries

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