

SCHEDULE FOR SELLING ADS AND BOOSTERS - 2010

PRIZES: All ads and boosters will earn the rider points for the prize list if they have sold \$280 (40 tickets) of tickets that year. Points are equal to 60% of the dollar value. For example, a \$45 ad is worth 27 points.

ADS: Ads will be collected Saturdays Sept 11 through Sept 25 from 8:30 to 3:00 in the Equestrian Center lobby.

COPY LAYOUT SHEET AND CONTRACT: A Copy Layout Sheet and Contract must be prepared for each ad to be placed in the Horsecapades Program. **This includes the ads parents place for riders.** Advertising rates and dimensions are shown on the form and it must be completed whether the ad is new, same, or revised. You can pick up a copy of the program from which you can cut out current ads. It is desirable to collect the money for ads in advance, however, if the customer wishes to be billed, please complete the billing information section if it is different from the address on the top of the form. A customer signature is required for publication of all advertising; otherwise the rider assumes responsibility for the advertising charges.

Two-color ads are available as in previous years. Colors available are: red, blue or green. Full-color ads are available; see pricing on ad form.

The ticket column at the bottom of the layout sheet shows how many complimentary tickets will be mailed to the advertiser one week before the show. These tickets are good for any of the four shows. The advertisers also receive a letter, which can be exchanged for one free program at the show.

COPY TIPS: Copy for new ads should be placed in the space provided on the layout sheet. Camera-ready copy for trademarks and illustrations is desirable. This is copy that does not require alteration and can be used directly as artwork. Care should be taken not to staple, tape or otherwise damage this type of copy. Black or red on white reproduces better than other colors. Computer graphic files on CD ROM (or e-mailed to annshow@wispertel.net) are encouraged. Files produced by non-commercial software will not necessarily convert to Quark/InDesign(Pagemaker) format, so include a hi-resolution copy with your copy layout sheet. The best formats are tiff and then jpeg. (Microsoft Publisher does NOT convert. Word and WordPerfect convert partially, but send jpg or hard copy for photos.) Colored paper will not reproduce well, particularly blue. Newspaper and telephone book ads reproduce very poorly. If the advertiser wants what is in one of these, get a better copy of the logos and photos which we can insert.

BOOSTERS: Boosters can be turned in until October 2nd and are a minimum of \$10 each for a name and address or message. Booster Express Boosters are \$5 each for 10 words/initials or less. Persons contributing \$40 or more can be listed under the Super Boosters. NO Phone numbers will be listed.

***** NOTE: All Booster money must be turned in with the form.**

Please refer any questions to BOB PARSON, Cell: (303) 358-6600 Home (303) 215-9012
Mailing address: PO Box 17091, Golden, CO 80402

**NOTE: Final deadlines are: Ads - Saturday, September 25 – or Ticket Rally on 9/29
Boosters - Saturday, October 2**