

SCHEDULE FOR SELLING ADS AND BOOSTERS - 2018

PRIZES: All ads and boosters will earn the rider points for the prize list if they have sold 40 tickets (\$400) that year. Points are equal to 60% of the dollar value. For example, a \$50 ad is worth 30 points.

ADS: Ads will be collected Saturdays Aug 25, Sept 1 and Sept 8 from 8:30 to 3:00 in the Equestrian Center lobby. Ads which are renewed as Same Copy or New ads supplied with a PDF, JPG or some other copy not requiring any artwork setup will be accepted as late as Sept 15.

AD "OWNERSHIP": Ads sold by riders "belong" to that rider as long as the rider continues to get the ad renewed each year. We use this ownership of the ad to prevent an advertiser from being swarmed by riders asking them to renew their ad. Please refer to the index in the back of the program from the previous year before trying to sell a new ad.

COPY LAYOUT SHEET AND CONTRACT: The 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 to show your advertiser. 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 – this means black plus any second color. 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 scanned and used directly as artwork. **Care should be taken not to staple, tape or otherwise damage this type of printed copy.** Black or red on white reproduces better than other colors. Computer graphic files on CD ROM (or e-mailed to AnnShow@wisptel.net) are encouraged. The best formats are PDF, tiff and then jpeg. Files produced by non-commercial software will not necessarily convert to InDesign(PageMaker) format, so include a hi-resolution copy with your copy layout sheet. Microsoft Publisher does NOT always convert. Word and WordPerfect convert partially, so it is best to save the file as a jpeg or PDF. Colored paper will not reproduce well, particularly blue. Newspaper ads reproduce very poorly. If the advertiser wants, we can use it for a layout, but it would be good to get a better copy of the logos and photos which we can insert.

BOOSTERS: Boosters can be turned in until September 22nd 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. Make checks payable to Westernaires*

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 8
Boosters - Saturday, September 22**

Ads & boosters can be turned in up to the Wednesday following above deadlines. Please call to make arrangements.