

# FRIESIAN HORSE ASSOCIATION OF NORTH AMERICA

Individual Official Programs will be published for each 2021 FHANA inspection site and distributed to all attendees. The ad rates below are for each individual program. Please indicate which programs you would like your ad included.

CIRCUIT 1			CIRCUIT 2			CIRCUIT 3			CIRCUIT 4		
	9/23	Washington		9/22	Michigan	9/23	Tennessee		9/2	Nova Scotia	
	9/25	Montana		9/24-25	Indiana	9/25	Florida		9/4	Quebec	
	9/27	Nevada		9/27-28	Wisconsin	9/28	Ohio		9/6-7	Ontario	
	9/29	Southern California		9/30	Kansas	9/30	New England		9/9	Alberta	
	10/1-2	Central California		10/2	Northern Texas	10/4	Iron Spring Farm		9/11	British Columbia	
	10/4	FHANA Mare Show-West		10/3	Southern Texas	10/6	FHANA Mare Show-East				

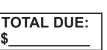
### ADVERTISING SIZES AND RATES

#### AD PRICES ARE FOR EACH INDIVIDUAL PROGRAM

□ Outside Back Cover* - color 4.5" w	x 7.5" h\$330.00
□ Inside Front Cover* - color 4.5" w	x 7.5" h\$200.00
□ Inside Back Cover* - color 4.5" w	x 7.5" h\$200.00
□ Full Page - color 4.5" w	x 7.5" h\$150.00
□ Full Page - B&W 4.5" w	x 7.5" h\$100.00
□ 1/2 Page - color 4.5" w	x 3.5" h \$80.00
□ 1/2 Page - B&W 4.5" w	x 3.5" h \$50.00
DEDUCTIONS	۴

Place ads in all programs - deduct 20%.....OR Place ads in three or more programs - deduct 10%...... FHANA Member - deduct 5%.....

\*Premium Space - check for availability \$25.00 charge on all returned checks



- \$

### MAKE CHECKS PAYABLE TO **DAHL GRAPHICS & PRINTING**

### AD SPACE RESERVATION FORM

Space is sold and assigned on a first-come, first-serve basis. Please print.

Contact Person

CREDIT CARD PAYMENT							
	Stercard Discover						
Card #							
Exp. Date	Last three numbers on back of card						
Signature							

5% convenience fee charged for credit card payments.

## **AD SPECIFICATIONS**

- Program trim size: 5.5" x 8.5"
- · Color ads CMYK, 300 dpi; Black & white ads 200 dpi
- Formats accepted: PDF (preferred), JPEG (200 dpi)
- E-mail ads to fhana-ads@dahlgraphics.com

### **GENERAL INFORMATION**

#### AD DEADLINE

All insertion orders and ad copy must be received in our office no later than the deadline listed below. Ads may possibly be accepted after deadline if space and time allows--call for availability!

### LAYOUT/DESIGN

There is no additional charge for the design, layout and typesetting of advertisements to be run in the Official Programs. If time allows, proofs will be provided for approval prior to printing.

#### **PAYMENT TERMS**

Payment in U.S. funds is required in advance of printing. Make checks payable to Dahl Graphics & Printing and mail to the address below. All major credit cards accepted.

#### **PREFERRED POSITIONS**

Ad placements on specific pages may be granted on a first-come, firstserve basis at the discretion of the publisher.

#### CANCELLATIONS

No cancellations will be accepted or refunds given after the ad deadline.

#### **TEAR SHEETS**

A tear sheet showing your ad placement will be available after publication. To make the Program as complete and accurate as possible, printing schedules do not allow Program availability until after the inspection.

### SEND AD AND PAYMENT TO

**Dahl Graphics & Printing** 4755 N Parrot Ln • Marana, AZ 85653 651-353-8188

E-mail: fhana-ads@dahlgraphics.com

# AD DEADLINES

Canadian Sites: August 6, 2021 US Sites: September 1, 2021 After deadline, please contact for availability.

The Friesian Horse Association of North America or Dahl Graphics & Printing assume no liability for submitted copy errors.