



# FRIESIAN HORSE ASSOCIATION OF NORTH AMERICA

Individual Official Programs will be published for each 2022 FHANA Keuring 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		
<input type="checkbox"/>	8/15	Ontario	<input type="checkbox"/>	10/1	Southern Texas	<input type="checkbox"/>	9/27	Ohio
<input type="checkbox"/>	8/18	Nova Scotia	<input type="checkbox"/>	10/3	Northern Texas	<input type="checkbox"/>	9/30-Oct 1	Indiana
<input type="checkbox"/>	8/20	Quebec	<input type="checkbox"/>	10/4	Kansas	<input type="checkbox"/>	10/3-4	Wisconsin
<input type="checkbox"/>	8/22	British Columbia	<input type="checkbox"/>	10/6	Nevada	<input type="checkbox"/>	10/6	Tennessee
<input type="checkbox"/>	8/24	Alberta	<input type="checkbox"/>	10/8	Oregon	<input type="checkbox"/>	10/8	Florida
<input type="checkbox"/>	8/28	Montana	<input type="checkbox"/>	10/10	Southern California	<input type="checkbox"/>	10/10	North Carolina
<input type="checkbox"/>	8/30	Michigan	<input type="checkbox"/>	10/12-13	Central California	<input type="checkbox"/>	10/12	Iron Spring Farm
<input type="checkbox"/>	9/1	New York	<input type="checkbox"/>	10/15	Mare Show West	<input type="checkbox"/>	10/14	New England
						<input type="checkbox"/>	10/15	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

- 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

**TOTAL DUE:**  
\$ \_\_\_\_\_

★ **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.

Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone (\_\_\_\_\_) \_\_\_\_\_  
 E-Mail \_\_\_\_\_  
 Contact Person \_\_\_\_\_

## CREDIT CARD PAYMENT



Card # \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ V-Code \_\_\_\_\_  
Last three numbers on back of card  
 Signature \_\_\_\_\_

4% convenience fee charged for credit card payments.

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

## 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 with 4% convenience fee.

### PREFERRED POSITIONS

Ad placements on specific pages may be granted on a first-come, first-serve 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 Lane ♦ Marana, AZ 85653  
 651-353-8188  
 E-mail: fhana-ads@dahlgraphics.com

## AD DEADLINES

**Circuit 1: August 1, 2022**  
**Circuits 2-3: September 1, 2022**  
 After deadline, please contact for availability.