










Show Guide Rate Card & Specs

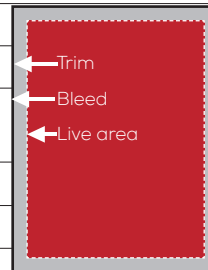
Advertising Rates & Mechanical Specifications

Trim size:	Ad Rate	Bleed	Non-Bleed
Outside Back Cover 		8.375" x 10.75" plus 1/8" Bleed	7.375" x 9.75"
Inside Covers 	\$850	8.375" x 10.75" plus 1/8" Bleed	7.375" x 9.75"
2 Page Spread 		16.75" x 10.75" plus 1/8" Bleed	15.76" x 9.75"
Full Page 	\$650	8.375" x 10.75" plus 1/8" Bleed	7.375" x 9.75"
1/2 Page 	\$450	7.75" x 4.877"	7.75" x 4.877"
1/4 Page 	\$300	3.78" x 4.877"	3.78" x 4.877"
Business Card 	\$150	3.78" x 2.40"	3.78" x 2.40"

All sizes width by height in inches. Please designate whether your ad is designed for a left or right-hand page (position not guaranteed unless confirmed). Bleed must be included on all sides.

File Preparation

Preferred File For-	PDF with hyperlinks* Other acceptable formats include: InDesign, EPS, TIF
Trim Size	8.375" x 10.75"
Bleed	Extend art 1/8" beyond trim on all sides
Live Area	Text and images are recommended to be at least 1/2" from trim
Binding	Saddle-stitch
Colour	4-colour process, do not include spot colours
Image Resolution	300 dpi (minimum)



*Hyperlinks (including www. or http:// is recommended).

¹Package and compress with fonts and images.

Send Insertion Order & Inquiries to:

Nicole Barker, Graphic Designer
(844) 578-7518 nicole@maneeventexpo.com

Send materials to The Mane Event:

Email graphics@maneeventexpo.com
or email graphics@maneeventexpo.com

Ad Calendar

Insertion Order Due:

March 11, 2019

Ad Materials Due:

March 18, 2019

Expo Dates:

April 26 - 28, 2019
Red Deer, AB

Packages

Create a customized advertising package that best fits your marketing needs. Contact Ron Barker, Director of Sales, at (844) 578-7518 ext 101 or ron@maneeventexpo.com to design your customized package.

Acceptance of Advertising

All advertising is subject to approval. The publisher reserves the right to reject any advertising that does not meet the standards of The Mane Event.

All ads must be print ready. Any graphic design needed will be charged at \$60 per hour with a one hour minimum.

Liability

Notwithstanding to whom bills are rendered. Advertisers, Agency and Service, jointly and severally shall remain obligated to pay The Mane Event the amount of any bills rendered by The Mane Event within the time specified and until payment in full is received by The Mane Event. Payment by Advertiser to Agency or to Service, or payment by Agency to Service shall not constitute payment to The Mane Event.



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(844) 578-7518 nicole@maneeventexpo.com

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Show Guide Insertion Order

Order Date _____

Company Name _____

Contact Name _____ Company to Invoice _____

Phone _____ Fax _____ Email _____

Address _____

City _____ Province/State _____ Postal/Zip _____ Country _____

The Mane Event: Red Deer 2019 Show Guide

Insertion Deadline: March 11, 2019
Material Deadline: March 18, 2019

Headline/Subject if emailing: (Company Name)(Size of Ad)(Red Deer 2019 Show Guide)

Special Instructions _____

Cost _____ +Tax(5%) _____ =\$ _____

Cheque MasterCard Visa

Credit Card Number _____

Expiration Date _____ CVV _____

Name on Card _____

Ad Size

- Outside Cover (\$1000)
- Inside Cover (\$850)
- 2 Page Spread (\$1200)
- Full Page (\$650)
- 1/2 Page (\$450)
- 1/4 Page (\$300)
- Business Card (\$150)

- *Please indicate whether your ad is designed for:
- Black & White
 - Four Colour
 - Bleed
 - Non-Bleed

Payment Terms

- Net/30 Days once you have received the invoice via email and/or fax

Contract Terms

- All advertising must be confirmed by an insertion order.
- Cancellations received after the closing date will be billed at the full amount.
- The Mane Event will not be liable for failure to insert an ad for any cause.
- The Mane Event reserves the right to use ad copy placed in a previous Mane Event Show Guide in the event that new ad copy is not submitted prior to the material deadline.

I agree to the terms under which this contract is issued, and I consent to receiving faxes and/or emails sent by or on behalf of, The Mane Event

Printed Name _____ Signature _____

Title _____ Date _____