

WI BUCKSKIN DIRECTORY 2009

AD DEADLINE
DECEMBER 31, 2008



ADVERTISING RATES (BLACK & WHITE ONLY AVAILABLE):

\$75.00 – Full Page

\$55.00 – Half Page

\$20.00 – Business Card Size

Directories are distributed to all of our members in March (168 members in 2008), the IBHA Convention (IN), Midwest Horse Fair (WI) and at the IBHA World Show (TN). This is a high quality directory that will be seen by many people in several different states!

All ads must be “printer ready” on a CD or an original hard copy ready to print. Hard copies are not recommended for photo ads. Do not send original photos with your ad, as photos should already be inserted into your ad, ready to print. You can use as many photos as you would like in your ad. Please include a copy of your ad in Black & White for our sample proof book when mailing the CD (Color copy – if you bought a color ad at our auction). Printer will use the CD PDF file for printing to get the best quality for your ad. CD’s will only be returned if a self addressed stamped envelope is provided.

****EMAILED ADS WILL NOT BE ACCEPTED****

COLOR ADS ARE ONLY AVAILABLE AT THE ANNUAL AWARDS BANQUET AUCTION!

ADVERTISING SPECIFICATIONS

Acceptable files include:

PDF (.pdf) file only

****Use at least a 300 dpi resolution for best quality****

Color ads must be in CMYK format, RGB is NOT acceptable.

Full page specification: Finished size 8.5” x 11” (8.75” x 11.25” with bleed) **live image/text within 8” x 10”

Half page specification: Finished size 8.5” x 5.5” (8.75” x 5.5” with bleed) **live image/text within 8” x 4.75”

Business card specification: 3.5” x 2” – Horizontal cards only

Ads will need to be resubmitted if they are sent in the incorrect format.

Contact me to reserve your ad space!

Ads must be received by December 31, 2008.

****NO LATE ADS WILL BE ACCEPTED****

Check should be made payable to WBHA and must accompany your ad.

Returned checks for nonsufficient funds will be subject to an additional \$35.00 charge.

Mail to:

Wendy Raabe, N2503 Kutz Road, Fort Atkinson, WI 53538

Any questions, please call 920-568-3835 evenings.