

SPECIFICATIONS

DEADLINES

EXHIBITOR PRIZE LIST 2008 ADVERTISING RATES

ADVERTISING RATE SCHEDULE

	1/4 Page	1/2 Page	Full Page
Black & White	\$225	\$325	\$650
Two Color	\$495	\$595	\$1,025
Four Color	\$650	\$1,150	\$1,750

COVER & PREMIUM POSITIONS

2nd Cover (Inside Front)	\$2,000
3rd Cover (Inside Back)	\$2,000
4th Cover (Back)	\$2,000

PRODUCTION CHARGES

Advertisers must supply electronic digital files of advertisement materials or a charge will apply. Advertiser may be charged for any or all of the following: design, layout, art, scans of logos, photographs, line drawings, artwork, retouching due to the poor condition of supplied artwork (ad), typography, and client alterations.

Special design services are available based on evaluation.

Typesetting

Minimum Charge	\$30 per ad copy
Maximum Charge	\$100 per ad copy

Scans

One black & white scan any size	\$20
One color scan (4" x 5")	\$35
One color scan (8" x 10")	\$60

Color Proofs

Black and White Proof	\$5
Color Laser Proof	\$15
PDF File proof viewing via email	\$10
Create CD copy for ad	\$25

ADVERTISING DIMENSIONS

Ad Sizes	Width"	x	Depth"
Trim Size	8.500	x	11.000
Full Page Bleed	8.700	x	11.200
Full Page Non-Bleed (live)	7.250	x	9.750
1/2 Page (H)	7.250	x	4.750
1/2 Page (V)	3.500	x	9.750
1/4 Page (V)	3.500	x	4.500
1/4 Page (H)	7.250	x	2.250

DIGITAL PRE-PRESS REQUIREMENTS

- PDF file preferred with the following guidelines: Set all compression settings to none -- embed all fonts, resolutions set to: Color: Bicubic downsampling to 300; for images above 450. Grayscale: Bicubic downsampling to 1200; for images above 1800. Monochrome: Bicubic downsampling to 1200; for images above 2400.
- Native files are acceptable (i.e. Photoshop, Xpress). Prefer conversion to PDF.
- All disks should be labeled with name of job, contact, phone number and file format.
- A hard copy proof containing 100% of the file information should be provided for each ad. All color proofs should indicate trims and bleeds where applicable.
- Please eliminate all unused data and supply only the files to be output on the disks.
- Supply all elements used in the creation of the document. Scans/graphics in one folder; all Quark files in another file and fonts in their own folder. All scans/graphics/images must be on the disk in the native file formats. Do NOT embed or store the photos or graphics in the layout application.

LAYOUT/SCANS/IMAGES

- Build pages to trim size and extend bleed .125" beyond page edge. Keep live area margin .25 from final trim.
- Scanned images should not be enlarged beyond 110% or reduced below 50% in the layout application.
- Do NOT nest ESP files within other EPS files if possible.
- Color scan images should be CMYK (RGB mode is not supported). Image density should be 280% maximum.
- Duotones must be in CMYK mode.
- Image density should be 280% maximum.
- Image file format should be TIF or EPS. Quark colorized Grayscale TIFs must be CMYK mode, and the background color in the box may NOT be colored. JPG, GIF, PICT, BMP and WORD formats are NOT acceptable and are not supported.
- Delete all extraneous alpha channels, pasteboard items, styles, etc. not needed for final output.

AMERICAN GOLD CUP PRIZE LIST

Venue: Cleveland Metroparks Polo Field, Moreland Hills, OH
Distributed to owners, riders, trainers, etc. with entry information before the event.

Closing Date for Space Reservations:	May 30, 2008
Non-Digital Press Ready Material Due:	May 21, 2008
Materials Due:	June 2, 2008
Publication Date:	June 30, 2008
Payment Due with Space Reservation:	

Send all insertion orders, payments & materials to:

Stadium Jumping, Inc., Attn: Mary Silcox
1301 Sixth Ave. West, Suite 406, Bradenton, FL 34205
941/744-5465 fax: 941/744-0874
email: msilcox@stadiumjumping.com

TERMS & CONDITIONS OF ADVERTISING

1. All insertion rates are commissionable to recognized agencies submitting completed space reservations and correctly sized plate ready files of advertisements. Agency commission entitlement is fifteen percent.
2. All rates are based on plate ready advertisements. Production charges for type, proofs, scans, halftones, etc. will be billed to the advertiser.
3. All ads must be paid in full, including production charges. Please make checks payable to STADIUM JUMPING, INC. If for any reason an account must be invoiced, please refer to the following: a) Any account outstanding more than 30 days from the delivery date of the publication will be subject to 1-1/2% per month service charge, not to exceed 18% per annum. b) No advertisement materials or disks will be returned or newer reservations made until advertisement space invoice is paid in full. c) In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser or agency placing the advertisement.
4. Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold Stadium Jumping, Inc. harmless against any expense or loss by reason of any claims arising out of publication.
5. No cancellations of space reservations will be permitted after the closing dates.
6. Stadium Jumping, Inc. reserves the right to reject any advertisement that is not in keeping with the publications standards. All orders are accepted on the terms and conditions outlined above.

AMERICAN GOLD CUP SOUVENIR PROGRAM

Distributed on-site at the event, and in advance to 125,000 readers in the September issue of Northern Ohio Live Magazine.

Program space deadline is August 1 and art is due August 5, 2008.
Contact Grace Heese at 216-721-7852 or
gheese@rightupmedia.com for any and all program inquiries.