

**Advertising Order Form**  
**2012 Florida Dressage Omnibus "Blue Book"**

**Insertion Deadline: August 15, 2011**

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Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_

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Please use my 2011 ad       I will submit a new ad this year via \_\_\_\_\_  
email/ad preparer's name/mail cd

**Fee**

**Please call regarding any cover page space availability.**

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|--|--|
| <input type="checkbox"/> \$650 Two page spread - Black/White | <input type="checkbox"/> \$900 Two page spread - 4 Color |
| <input type="checkbox"/> \$200 Half Page - Black/White       | <input type="checkbox"/> \$350 Half Page - 4 Color       |
| <input type="checkbox"/> \$350 Full page - Black/White       | <input type="checkbox"/> \$500 Full page - 4 Color       |
| <input type="checkbox"/> \$100 Quarter page - Black/White    | <input type="checkbox"/> \$150 Quarter page - 4 Color    |
- Web Link \$75 website address: \_\_\_\_\_
- Service Directory \$25 Category: \_\_\_\_\_ Line 1: Business Name: \_\_\_\_\_  
Line 2 : Service Area: \_\_\_\_\_ Line 3: Email OR Website: \_\_\_\_\_  
Line 4: Phone or other info: \_\_\_\_\_
- Service Directory Additional Line \$10 per \_\_\_\_\_
- Service Directory Additional Category \$15 per \_\_\_\_\_

Total Fee \_\_\_\_\_ *Credit/Debit card orders may only be processed through paypal on the website.*

Special Instructions:

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**Please mail check to Dressage in Florida, 493 Citadel Drive, Altamonte Springs, FL 32714.**

# 2012 Advertising Mechanical Specifications and Fees

Ads due by August 15, 2011

Black/White Price	Color Price	Width x Height (")	Type of Space
	\$1000	4.5 x 3.75	Outside 1/2 page FRONT Cover - ( White background/blue print ) Includes 1 full color inside page and Link on Web Site
	\$800	4.5 x 7.75	Outside BACK Cover - Full Color <i>Includes</i> Link on Web Site <b>Sold – Dutta Horse Transport</b>
	\$800	4.5 x 7.75	Inside Front Cover - Full Color <i>Includes</i> Link on Web Site <b>Sold – Cunningham &amp; Cunningham Livestock Insurance</b>
	\$750	4.5 x 7.75	Inside Back Cover <i>Includes</i> Link on Web Site
\$650	\$900	9 x 7.5	Two Page Spread
\$350	\$500	4.5 x 7.5	Full Page
\$200	\$350	4.5 x 3.75	Half Page
\$100	\$150	2.25 X 3.75 Or 4.5 x 1.875	Quarter Page
	\$75	300px by 400 px	Web Link In Addition to Ad
	\$25		Directory Listing
	\$15		Additional Category for Directory Listing
	\$10		Additional Line for Directory Listing

Please submit an order online via paypal or print and mail the order form to Dressage in Florida, 493 Citadel Drive, Altamonte Springs, FL 32714. Ads may be emailed to [dressagebluebook@yahoo.com](mailto:dressagebluebook@yahoo.com)

## Acceptable Ads

**Digital Format** – Most digital formats are accepted.

**Full bleed ads** -- The spiral binding uses about 1/4" of space at the edge of the paper. We will not be responsible if any text or graphic has spiral binding going through it. The actual paper size is 5½"w x 8½ "h.

**WEBLINKS** – All weblink graphics are to be sent in digital format by the due date. If a graphic is not sent, the publisher will make a simple graphic and display it on the website. The graphic may be changed at anytime during the year.

**If you ad is not submitted in digital format** , it may be subject to additional formatting charges on a case by case basis.

**Service Directory Listings** will be a four line entries. Each line will be a maximum of 43 characters. If you don't see a category that applies to you, simply write one in. Please choose from the following categories:

Veterinary	Real Estate	Insurance	Apparel	Clubs
Alternative Therapy	Vehicles/Trailers	Arenas/Footing	Farrier	
Feed/Hay	Boarding	Barns/Construction	Sales	
Saddlery/Tack	Training/Instruction	Breeding	Photography/Video	

Please call Kerstin Fraessdorf Rhoads at 386-748-5145 with any questions.