

THE EVENT
AT REBECCA FARM
JULY 21-25, 2021

Montana Equestrian Events, Inc. a 501(c)(3) non-profit organization.

DIMENSIONS & RATES:

TWO PAGE SPREAD - \$1800
15.75 w X 9.75" h

Keep all important images and text within .25 inch of trim and gutter (trim size is 8.375 x 10.75")

TWO PAGE SPREAD WITH BLEED - \$1800
17" w X 11" h

includes a .125 inch bleed on all 4 sides (trim size is 8.375 x 10.75")

FULL PAGE - \$1000
7.375 w x 9.75" h

Keep all important images & text within .5" of trim (trim size is 8.375 x 10.75")

FULL PAGE with BLEED - \$1000
8.5" w x 11" h

includes a .125" bleed on all sides (trim size is 8.375 x 10.75")

1/2 PAGE VERTICAL
\$750
3.562" w x 9.75" h

1/2 PAGE HORIZONTAL - \$750
7.375 W x 4.75" H

1/4 PAGE - \$450
3.5625 w x 4.75" h

1/8 PAGE - \$250
3.5625 w x 2.25" h

ADVERTISING SPECIFICATIONS

FILE SPECIFICATIONS:

- All ads must be high resolution PDF files.
- We recommend 300 dpi for photographs and 1200 dpi for bitmaps. All fonts must be outlined.
- Set trapping on native files to ensure knockouts and overprints print correctly. Do not include crop marks.
- Please supply a SWOP color proof to ensure accuracy. Rebecca Farm cannot be responsible for color accuracy without a SWOP proof.
- Use CMYK only, no spot colors. Convert all RGB files to CMYK prior to submission. SWOP standards apply, and maximum ink density should not exceed 300. Rich blacks should be built as 60C, 40M, 40Y, 100K (Not recommended in text).
- If ad submitted is not to correct size or specifications, client will be responsible for resizing to specs. In the event that the client cannot, we will resize the ad to the best of our ability with the resources at hand. Ad resizing may be subject to a \$50 design charge.
- Design services available. Contact Gina Gagnon at gina@snowghostdesign.com for help with your ad.

For questions regarding ad production, contact gina@snowghostdesign.com, 406-755-7703

RESERVATION, PAYMENT & DIGITAL AD FILES : DUE BY MAY 17

EMAIL DIGITAL AD FILES AND SPONSOR LOGOS TO:

artwork@snowghostdesign.com

For ad design questions contact Gina at gina@snowghostdesign.com or call 406-755-7703