

Advertising Rates for Jersey Fresh Ad Program, Spring 2012

This year's program will be 8.5" x 5.5", and **new this year... all pages full color**. Covers and full pages may include bleeds, please check specs for bleed allowance.

Cover Positions

Cover position must be reserved and pre-paid at time of reservation.

Location

Front Cover	Not Avail.
Inside Front Cover	\$400
Inside Back Cover	\$400
Outside Back Cover	\$500

Inside Pages of Program Book

Full Page	\$250
1/2 Page	\$175
1/4 Page	\$100

Premium positions have limited availability. Please call for more information if you wish to reserve a specific location.

Payment

- 50% deposit payment is due with reservation of ad space.
- Balance is due no later than April 1, 2012. Any Ad not paid in full by April 1, 2012, will be removed from final layout.
- Payments can be made by cash, check money order or credit/debit Visa, Mastercard, Amex, or Discover by calling NJHP at 609-259-0170. Mailing information is below.

Advertising Size and Mailing Information

Ad Sizes

Full page	4.5" x 7.5"
<i>(full page bleeds 5.625" x 8.75" live area 5" x 8")</i>	
1/2 page-Horizontal	4.5" x 3.6"
1/4 page-Horizontal	4.5" x 1.7"

- Cover and full page ads can bleed off edges. (bleeds 5.625" x 8.75" live area 5" x 8")
- No hard copy ads will be accepted; all ads must be a digital file.
- Digital Files - Preferred formats: PDF press ready file with all fonts converted to outlines. All images 300 dpi or more. All color files must be CMYK.
- JPEG files must be 300 dpi, CMYK or grayscale.
- Files should be converted from RGB to CMYK
- EPS, Tiff, PDF and JPEG formats acceptable as well as Photoshop or Illustrator native files.
- No low resolution files will be accepted. Contact WoW! Graphic Designs 434-664-7057 (cjmicro@wowgraphicdesigns.com) for uploading information for large files.

Design Services Available



WoW! Graphic Designs specializes in equestrian-related design projects, from print to web. We will gladly

assist you with your ad. Just call 434-664-7057 or email cjmicro@wowgraphicdesigns.com for information. **Please allow plenty of time before deadline of Mar. 16 for ad creation.**

Mailing and Payment

All advertising information and files must be received by Friday March 16, 2012. This includes digital files that include all copy, photos, logos, etc., to guarantee placement in book. Contract for above advertisement must be signed, including a 50% deposit of the cost of ad space being purchased.

Mail Signed Contract, deposit, to:

NJ Horse Park, Jersey Fresh Advertising, 626 Rt. 524, Allentown, NJ 08501.
Phone: 609-259-0170 Fax: 609-259-0174 E-MAIL: horseparkofnj@aol.com.