



# Show Program Advertising

September 24-28, 2008

## Files and Layout Specifications

1. PDF file preferred with the following guidelines: Set all compression settings to none — embed all fonts, resolutions set to: Color: Bicubic down sampling to 300; for images above 450. Grayscale: Bicubic down sampling to 1200; for images above 1800. Monochrome: Bicubic down sampling to 1200; for images above 2400.
2. Ad should be supplied electronically as a High Resolution PDF or EPS, on a CD or Zip-disk. Image file format should be TIFF or EPS at a minimum resolution of 300 dpi with all fonts included. **JPEG, GIF, PICT, BMP, and WORD formats are NOT acceptable and are not supported.** If the ad is not in proper format there will be a conversion charge of \$25 per ad.
3. All disks should be labeled with name of job, contact person, phone number and file format.
4. A hard proof containing 100% of the file information should be provided for each ad and color ads must be accompanied by a color proof. Ads can be sent via email to: [bridget@blackriverfarm.org](mailto:bridget@blackriverfarm.org) or by mail to Autumn Classic P.O. Box 391, Ringoes NJ 08551

## Additional Fees

1. Word Documents conversion fees or electronic file conversion \$50, scans \$30, type settings \$25, PDF file proofing via email \$10, changes of old ad \$15.
2. Advertiser will be charged for design layout, finish artwork, retouching and client alterations that the publisher has to do to make the ad final. Our office can design an ad for you at a production charge of \$50 an hour.

A souvenir program complete with a full color cover will be distributed to all spectators, competitors, and VIP guests. Program advertising offers the opportunity to reach a highly desirable niche market at an affordable cost.

Description	Size (w x l)	Rate
<input type="checkbox"/> Full page Color	7.5 x 10.0	\$800.00
<input type="checkbox"/> Full page B/W	7.5 x 10.0	\$500.00
<input type="checkbox"/> Half Page Color (H)	7.5 x 4.75	\$500.00
<input type="checkbox"/> Half Page B/W (H)	7.5 x 4.75	\$300.00
<input type="checkbox"/> Half Page Color (V)	3.625 x 10.0	\$500.00
<input type="checkbox"/> Half Page B/W (V)	3.625 x 10.0	\$300.00
<input type="checkbox"/> 1/4 Page B/W.	3.625 x 4.75	\$150.00

## Terms and Conditions

1. Rates are based on camera ready copy. Preparation charges will be billed to the advertiser separately.
2. Any account outstanding more than 30 days from the delivery date of the publication will be subjected to a 1.5% per month service charge, not to exceed 18% per annum.
3. No ad material will be returned until space has been paid in full. In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser or agency placing the advertisement.
4. Black River Farm shall not be responsible for the accuracy of any advertisement if it is not sent camera ready.
5. Cancellation cannot be accepted after published closing date of August 31, 2008.

## Deadlines

**Closing Date Reservations**  
**August 31, 2008**

**Materials Due**  
**September 4, 2008**





September 24-28, 2008

# Advertising Agreement

## Please indicate ad size:

- Full page Color: \$800.00
- Full page B/W: \$500.00
- Half Page Color (V): \$500.00
- Half Page B/W (V): \$300.00
- Half Page Color (H): \$500.00
- Half Page B/W (H): \$300.00
- 1/4 Page B/W : \$150.00

Please complete the following information and fax to: Black River Farm, Attn: Christina E. Keeney at (908)284-0329 Or mail along with payment by August 31, 2008 to: Black River Farm, 20 Boss Road, Ringoes NJ, 08551. You may contact Christina E. Keeney at (215) 962-4488 or by email: Christina@Blackriverfarm.org. *Materials due no later than September 4, 2008. Please refer to specifications before sending materials.* PLEASE PRINT.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Name of Authorized Representative

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Authorized Signature

## Payment Method

- Check enclosed for \$ \_\_\_\_\_

Please make checks payable to Black River Farm Autumn Classic

**DISCLAIMER** Black River Farm shall not be liable for failure to provide the services herein stated due to causes beyond its control including, but not limited to, acts of God, weather, fires, labor strikes, delinquencies of sub-contractors or suppliers, or acts of war. If such circumstances occur this agreement shall be terminated immediately, and neither party shall have any liability to the other it being understood by the Sponsor that Black River Farm shall have no obligation to return any deposit or sums paid by Sponsor under this Agreement.

It is expressly understood and agreed that this Agreement does not grant to Sponsor any exclusive privileges or rights and Black River Farm may contract with other sponsors who may be deemed competitors of Sponsor for the services delineated herein.

