

TRAVERSE CITY HORSE SHOWS 2025 ADVERTISING FORM



ADVERTISER INFO

Name for Business	
Contact	Email
Street Address	Phone
City, State, Zip	Business Website

SIZES & RATES

	Black & White	Color
Full Page	\$750	\$1,600
½ Page	\$475	\$900
¼ Page	\$225	\$500
1/8 Page	\$150	\$400
Premium Positions – Color Only \$2,500		

Terms & Conditions

All advertising space requires payment in full upon submission of materials. Cancellations cannot be accepted after the published closing dates. All copy, including all elements is subject to Publisher's approval. Advertiser and/or agency acknowledges receipt of and agrees to the terms and conditions including in the advertising specifications.

Visa – Mastercard – American Express – Discover accepted or cash, check money order enclosed.

PAYMENT INFO

Name on card	
Billing Address	
City, State, Zip	
Card	
Exp	CV Code
I, authorize Traverse City Horse Shows, LLC to charge my credit card above for agreed upon purchases. I understand that my information will be saved to file for future transactions on my account. I, agree to the 4% convenience fee included in these transactions.	
Signature	
Date	

AD Space	Closing Date	Size	Color or Black & White	Total
TC Spring Prize List	1/31/2025			
GLEF Prize List	2/28/2025			
TOC Prize List	5/2/2025			
TCHS Program	5/16/2025			
TOC Program	8/15/2025			
SUBTOTAL				
4% CC FEE				
TOTAL				

NOTES

Special instructions and/or copy to set
Date to expect artwork

MAIL OR EMAIL APPLICATION AND DEPOSIT TO:

Traverse City Horse Show, LLC
 Attn: Susie Morrissey
 6535 Bates Road Williamsburg, MI 49690
 Email: natalie@traversecityhorsheshows.com

TRAVERSE CITY HORSE SHOWS 2025 ADVERTISING SPECS



DISTRIBUTION

Prize Lists – Digital distribution online
Program – Digital distribution online, printed version to be distributed onsite at the events

CLOSING DATES

Traverse City Spring Prize List	Jan. 31 - Fri
Great Lakes Equestrian Festival Prize List	Feb. 28 - Fri
Tournament of Champions Prize List	May 2 - Fri
Traverse City Horse Shows Program	May 16 - Fri
Tournament of Champions Program	Aug 15 - Fri

DIMENSIONS

Size	Width"	x	Depth
Trim Size	8.500	x	11.000
Full Page Bleed	8.625	x	11.125
Full Page Live Area	7.250	x	9.750
Half Page (H)	7.250	x	4.750
Half Page (V)	3.500	x	9.750
Quarter Page (V)	3.500	x	4.500
Quarter Page (H)	7.250	x	2.250
Eighth Page	3.500	x	2.000

PRODUCTION CHARGES

Advertisers must supply electronic digital files of advertisement materials or a charge will apply. Advertiser may be charged for any 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/or client alterations. Special design services based on evaluation.

SEND ARTWORK TO:

Natalie Schaffer
natalie@traversecityhorsheshows
630.465.2419

DIGITAL PRE-PRESS REQUIREMENTS

- PDF file preferred (PDF/X-1a:2001) or set to press quality; compression settings to none and embed all fonts
- Native files are acceptable (i.e. Photoshop, Xpress) Prefer conversion to high resolution PDF (PDF/Z-1a:2001 setting)
- All color ads should indicate trims and bleeds where applicable
- Please eliminate all unused data and supply only the files to be output

LAYOUT/SCANS/IMAGES

- Build pages to trim size and extend bleed .125" beyond page edge; keep live area matter to .25" from final trim
- Scanned images should not be enlarged beyond 110% or reduced below 50% in the layout application
- Do NOT nest EPS files within other EPS files
- Color scan images should be CMYK (RGB mode is not supported); Image density should be 280% maximum
- Duotones must be in CMYK mode
- Image file format should be TIF or EPS
- 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