



**For Ads Solicited by Competitors for the  
2024 Lendon's Youth Dressage Festival Program Book**

In order to receive stabling credits, we must have the following information:

- Name of competitor who solicited the ad
- Name of company purchasing the ad
- Contact info for the company purchasing the ad
- Payment for the ad

A copy of the order form should also be sent along with the payment regardless of whether the ad is a digital ad sent via email or camera-ready artwork for ads sent via postal service.

### **AD SPECIFICATIONS**

1. Submit all ads as black-and-white only; we cannot accept color ads.
2. Submit ads either as digital files sent by email, or as camera-ready artwork mailed by U.S. or private postal service.

#### **Digital File Requirements, for ads sent by email**

- **Artwork, the Order Form and payment (if applicable) should be sent to Karen Sprenger at address listed below.**
- Digital Ads should be sent via email to [Sprenk@mac.com](mailto:Sprenk@mac.com)
- In the subject field of your email, include your name, the advertiser's name and the size of the ad.
- All files must be submitted as follows:
  - Files should be at least 300dpi and **MUST** be sized at 100%. PDF files provide the highest quality reproduction and are therefore preferred over other formats.
  - All fonts must be embedded.
- Email the Order Form to Karen Sprenger and mail payment [with a print out of the form] to Karen Sprenger at address listed below

#### **Camera Ready Requirements, for ads sent by postal service**

- **Artwork, the Order Form and payment (if applicable) should be mailed to Karen Sprenger at address listed below.**
- All art **MUST** be sized accurately to fit in the ad space.

# INSTRUCTIONS

## 1. Provide the following details:

Name of Competitor who solicited the Ad or Link:  
Competitor's email:  
Name of Company purchasing the ad:  
Name of Contact Person at Company Purchasing the ad:  
Phone of Contact Person at Company:  
Email for Contact person at Company:

X

Full Page Ad	7 ¾" W x 9 7/8" H	\$400
Half Page Ad	7 ¾" W x 5" H	\$250
Quarter Page Ad	3 7/8" W x 5" H	\$175
Business Card	3 ½" W x 2" H	\$100
Website Link	Six Months	\$225
Website Link	One Year	\$375

3. Make all checks payable to: Dressage4Kids, Inc. and mail to Karen Sprenger at 3 Ridgeview Road, Brewster, NY 10509.

## 4. Return this form, any Camera-Ready Artwork and Payment to:

Karen Sprenger  
3 Ridgeview Road  
Brewster, NY 10509  
Phone 845.278.8006

Email ads to Karen at [sprenk@mac.com](mailto:sprenk@mac.com)

**DEADLINE TO RECEIVE ADS: June 25, 2024 – no exceptions**