



Pennsylvania 4-H Horse Program

4-H, Horses, and YO^Uth:
A Winning Combination



324 Henning Building
University Park, PA 16802

Advertise in the PA State 4-H Horse Show Catalog And First Time Offered PA 4-H Junior Horse Championship Show

Businesses & Equine Organizations

Promote & advertise to thousands of horse owners and families

4-H Clubs and County Groups

Advertise clinic, shows, tours, and special events
Send congratulations to State Show participants
List club accomplishments or activities

PURCHASE THE SAME SIZE AD IN BOTH SHOW CATALOGS AND RECEIVE 50% OFF THE SECOND AD

Parents, Grandparents, Family & Friends

Show your support by sending "Best Wishes" or "Congratulations"

Return the following information by **July 5, 2014** for the Junior Horse Championship Show and **September 29, 2014** for the State Show. See page 2 for details.

1. Camera ready ad copy or ad information if set up* is needed
2. Ad payment and set up fee (if applicable)
3. Completed form (see below)
4. Pictures: There is an additional \$5.00 charge PER PHOTO if used.

Please Reserve:

Buy one get 2nd Half Off

Full Page	8 x 10	\$175.00	\$262.50
Half Page	8 x 5	\$100.00	\$150.00
Quarter Page	3¾ x 5	\$50.00	\$75.00
Business Card	1½ x 3	\$25.00	\$37.50
Donor Listing		\$10.00/name	\$15.00

* Set up fees: Full Pg. - \$50.00 * Half Pg. - \$35.00 * Quarter Pg. or smaller - \$20.00*

* Set up fee must be included for any ad requiring any typing, changes or re-setting.

* See Guidelines for Ads on page 2; must be followed or ad will not be included.

* Make checks payable to: PA 4-H Horse Development Committee

Name _____

Address _____

Phone _____ E-mail _____

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Return ad & payment to: Melonie Androstic 548 Pine Valley Drive, Scottdale, PA 15683
Phone: 724-887-6252 or cell 412-849-4049
Email: ima216@psu.edu

Advertising Guidelines for Show Catalog

The following guidelines must be followed or your ad will not be included:

1. **Ad deadline is July 5, 2014 for the JHCS and September 29, 2014 for the PA State Show.**
No late ads will be accepted.
2. **All ads must be submitted as camera ready in an electronic format as a jpg file.** *If an ad is not submitted electronically as a jpg file, the ad will be accepted only if agreed by the ad coordinator and if the set up fee is pre-paid.*
3. **All files submitted as camera ready must be submitted in jpg format and the file must be true black; No CMYK, or colors. Any color in the jpg will cause problems. Please be sure that your file is true black and white.**
4. **Ads that are submitted as camera ready will be printed and copied as submitted.** No formatting, editing, changes in size or other changes will be made to ads that are submitted at the camera ready price.
5. Please consider ad size and provide sufficient margins for camera ready ads. Allow at least 1.0" left and right margins and at least 0.5" top and bottom margins surrounding the ad content. Ads will not be re-sized to fit your selected ad size if sufficient margins are not included.
6. For best results, consider ad size and page layout-orientation when preparing your ad. A 1/4 page ad is 3" wide x 5" tall.
7. If supplying a photograph, it **MUST** be in a **jpg** format. **DO NOT SEND PHOTOS IN ANY OTHER FORMAT.**
8. The show catalog is printed in black and white. Please be aware that some colors, especially light colors such as gray may not duplicate well in black and white. The show will not be responsible and will not provide refunds for light colors that do not duplicate well.
9. Logos, symbols, or pictures that are very small or not clearly defined may not duplicate well.
10. Please abide by advertising deadline. We will not guarantee publication of ads submitted after the specified ad deadline.
11. Show management is not responsible for ads that do not duplicate well if these guidelines are not followed. No refunds will be made for dissatisfaction with ads due to advertiser's failure to submit an ad according to these guidelines.
12. **Ads will not be accepted by fax;** these may be unclear and difficult to read.
13. All advertisers will receive a complimentary copy of the show catalog at/after the show.

Thank you for your cooperation and support of the show!