



# ADVERTISING & WEBSITE LINK ORDER FORM

For the 2007 Lendon's Youth Dressage Festival Program Book and the Dressage4Kids, Inc. Website

## GENERAL INFORMATION

1. Prices indicated are for those parties interested only in purchasing a program ad or a website link.
2. All Sponsors receive a complimentary ad the size of which is determined by their level of sponsorship. Some sponsorship levels also include a website link. For details, see [www.dressage4kids.com](http://www.dressage4kids.com), click on Sponsorship link on the homepage and then click on the 2007 Sponsorship Categories link.
3. Sponsors who have a logo file and need assistance in creating their ad, please contact Laura Akin @ [Lakin@optonline.net](mailto:Lakin@optonline.net)

## AD SPECIFICATIONS

### Digital File Requirements

- Digital Ads should be sent via email to [RIDEMOM@YAHOO.COM](mailto:RIDEMOM@YAHOO.COM)
- Please label your ad with a company name and contact phone number.
- Mail this Order Form and payment (if applicable) to Theresa Davidson at address listed below.
- 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.
- An accurate printout of your ad MUST accompany the digital file and all art MUST be supplied in black and white, not CMYK or RGB.

### Camera Ready Requirements

- Artwork, this Order Form and payment (if applicable) should be mailed to Theresa at address listed below.
- All art MUST be supplied as black and white camera-ready, flat sized accurately to fit in the ad space.
- We cannot accept film for any ad.
- Please supply the best possible copy of your artwork to insure good ad reproduction.

## INSTRUCTIONS

1. USE THIS FORM to order either paid or complimentary ad space and/or website link.
2. PUT AN "X" in the box beside the desired ad size or website link.

			X
Full Page Ad	7 3/4" W x 9 7/8" H	\$ 390	
Half Page Ad	7 3/4" W x 5" H	\$ 235	
Quarter Page Ad	3 7/8" W x 5" H	\$ 150	
Business Card	3 1/2" W x 2" H	\$ 90	
Website Link	Six Months	\$ 225	
Website Link	One Year	\$ 375	

3. RETURN THIS FORM, any Camera-Ready Artwork and/or Payment (if applicable) to:  
**Theresa Davidson, 17 Hemlock Drive, Greenwich, CT 06831**  
 Fax: 203-661-1878; Email: [RIDEMOM@YAHOO.COM](mailto:RIDEMOM@YAHOO.COM)
4. MAKE CHECK PAYABLE TO: Dressage4Kids, Inc.

NAME of SPONSOR or of PARTY ordering the Ad or Link: \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**DEADLINE TO RECEIVE ADS: July 13, 2007**