



PONY EXPRESS HORSE SHOW CIRCUIT ADVERTISING
For the Annual Directory of the Pony Express Horse Show Circuit, Inc.
Guaranteed Circulation Rate Base:

The Pony Express Horse Show Circuit Board of Directors, circuit exhibitors, and advertisers view the Pony Express Directory as a reference tool which is kept and referred to throughout the year. We offer the following guidelines to help you in planning your advertisement.

1. All advertisement material **must** be in the hands of the Directory Coordinator by the deadline.
2. No clip-out, tear-out coupon/application type advertisement will be accepted.
3. Any advertising copy of questionable taste will be referred to the executive committee for approval.
4. Advertisers are not to attempt direct contact with the printer.
5. All ads are kept in our files for one year.
6. Photos will be returned if name and address are on the back. Professional photographer proofs will not be accepted without copy of photographer's written permission to use.
7. No refunds. AD copy must be sent in a PDF file to the Directory Coordinator.

DEADLINE: 2015
FULL PAYMENT MUST
ACCOMPANY ADVERTISEMENT.

BLACK & WHITE RATES: Standard base rate is typing only with no photographs. Layout Charges will apply if special effects or special frames are required. Photos extra. Ask the Coordinator if in doubt. Pony Express, it's officers, and board of directors cannot be responsible for typographical errors. If you intend to create your own ad, send the file in PDF format using the correct AD SIZE.

PHOTOGRAPHS:

Each Photo: \$30.00

AD SIZE	STANDARD TYPING BASE PRICE	+	LAYOUT & TYPESETTING PRICE	=	TOTAL PRICE
Full Page 4-1/2" x 7-1/2"	\$150.00	+		=	
If you want build & Design		+	\$ 50.00	=	
Member Show Bills	\$ 50.00	+		=	
Photographs: _____			x \$30.00	=	
TOTAL				=	

Make checks payable to:

Pony Express
Horse Show Circuit

Send advertisement & payment to:

Lisa Richman —
17700 S. State Route 291
Pleasant Hill, MO 64080
RichmanDoubler@aol.com
816-536-6527

Name: _____

Business/Farm: _____

Address: _____

Phone: _____

Qty./Size: Full Pg. Show Bill Auction Pg.

Do Not Write in this Space
Payment Received:
Date: _____
Ck#: _____ \$ _____

ANNUAL AWARDS BANQUET AUCTION
COVERS & SPECIAL PAGES

Minimums Apply · Payment is Due Tonight
Your check will be held 14 days to allow for transfer of funds. If your Ad Copy is not received by the page will be resold. No Refunds.

Inside Front Cover\$ _____

Inside Back Cover\$ _____

Back Cover\$ _____

Thank you for participating in the auction of the special pages. This is to confirm which page you have purchased and the price.

The Auction Pages are all inclusive for any photo or photos you wish to include. Please submit your Ad copy in a PDF File.

_____ Date

_____ Coordinator's Signature

_____ Purchaser's Signature