



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

DEADLINE: FEBRUARY 16, 2018
FULL PAYMENT MUST
ACCOMPANY ADVERTISEMENT

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. 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.

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.

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	+		=	
Photos from originals to scan		+	\$30.00 ea		
			TOTAL	=	

Make Checks
Payable to:
"PEHSC"

Send advertisement & payment to:
 Annette Turnbaugh
 804 E 133rd Terrace
 Grandview, MO 64030
 annetteturnbaugh@gmail.com
 816-806-1111

Name: _____

Business/Farm: _____

Address: _____

Phone: _____

Email: _____

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

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

ANNUAL AWARDS BANQUET AUCTION
INSIDE FRONT & INSIDE BACK
COVERS & BACK COVER

Payment is due at the Banquet
Ad Copy to be received by book deadline
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