

This Old Horse presents

# HORSE CRAZY MARKET



11th Annual

## Horse Crazy Market

December 1-2, 2023

Warner Coliseum  
Minnesota State Fairgrounds  
St. Paul, MN

## 2023 PROGRAM ADVERTISING

The Horse Crazy Holiday Market Official Program will be distributed **free** to all attendees. This is an outstanding and affordable way to advertise your horse-related products or services at this equine-themed, free-spirited marketplace filled with over 80 vendors, artisans and exhibitors featuring goods, gifts and services for horse lovers.

### PRINTING SPECIFICATIONS

Program Trim Size:  
8.5" x 11"  
Color CMYK 300 dpi  
B&W 200 dpi  
Formats accepted:  
PDF (preferred), JPEG  
No bleeds

### AD DEADLINE

**11/15/23**

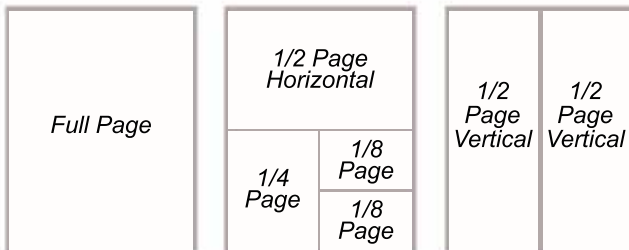
**Make checks  
payable to  
Dahl Graphics  
& Printing**

### QUESTIONS??

Contact Linda Dahl  
Dahl Graphics & Printing  
651-353-8188  
hcm-ads@dahlgraphics.com  
www.dahlgraphics.com

Ad Sizes	Dimensions Width/Height
Back Cover*	7.5" x 10"
Inside Front Cover*	7.5" x 10"
Inside Back Cover*	7.5" x 10"
Full Page	7.5" x 10"
1/2 Page Horizontal	7.5" x 4.75"
1/2 Page Vertical	3.5" x 10"
1/4 Page	3.5" x 4.75"
1/8 Page	3.5" x 2"

\* Premium Space - check for availability



### LAYOUT/DESIGN

There is no additional charge for design of ads to be run in the program or pocket schedule. Proofs will be provided for approval prior to printing.

### AD POSITION

The positioning of ads within the program cannot be guaranteed, but every effort will be made to accommodate requests for specific positions. Early submission of your insertion order will help ensure your ad position.

### CANCELLATIONS

No cancellations will be accepted or refunds given after the ad deadline.

### PAYMENT TERMS

Full payment must be received with the insertion order or by ad deadline. All major credit cards are accepted. A \$25 fee will be charged for any check returned for insufficient funds, closed account, or any other reason.

The Horse Crazy Market or Dahl Graphics & Printing reserves the right to reject any ads at any time. Each ad is accepted with the understanding that the advertiser is authorized to publish its contents and they agree to indemnify the Horse Crazy Market and Dahl Graphics & Printing against any loss or expense resulting from claims arising out of its publication. The Horse Crazy Market or Dahl Graphics & Printing assume no liability for submitted copy errors.

## INSERTION ORDER

Make check payable to **Dahl Graphics & Printing**  
and send completed insertion order to:

**Horse Crazy Market Program Advertising**  
Linda Dahl, 4755 N Parrot Ln, Marana, AZ 85653  
email to: hcm-ads@dahlgraphics.com

Company \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

### AD SIZE:

#### FULL COLOR AD

- Back Cover - (\$550)
- Inside Front Cover (\$450)
- Inside Back Cover (\$450)
- Full Page (\$350)
- 1/2 Page (\$250)
- 1/4 Page (\$150)
- 1/8 Page (\$100)

#### B&W AD

- Full Page (\$275)
- 1/2 Page (\$175)
- 1/4 Page (\$125)
- 1/8 Page (\$80)

### DIGITAL EDITION ADD-ON:

- Website Link (\$20)

Web Address: \_\_\_\_\_

### PAYMENT INFORMATION:

- Check  Money Order
  - VISA  MasterCard  Discover  AmEx
- 4% convenience fee for credit card payments

Card #: \_\_\_\_\_

Exp. \_\_\_\_\_ V-Code \_\_\_\_\_

Name as it appears on credit card \_\_\_\_\_

Credit card billing address (if different than above) \_\_\_\_\_

I authorize that my card be charged for the amount indicated above plus a 4% transaction fee for payment of an ad in the Horse Crazy Market Official Program.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

[www.horsecrazymarket.org](http://www.horsecrazymarket.org)