



# OFFICIAL PROGRAM ADVERTISING



March 14-17, 2024 ♦ Saline County Expo Grounds, Salina, KS

**Reach Your Customers!** In an effort to connect exhibitors with potential customers and maximize exposure, we are taking our event program to a whole new level with digital and print editions! A complimentary copy of the print edition will be provided to attendees, while the digital publication will be promoted to online viewers and will include links to advertiser websites. This is an outstanding and affordable way to advertise your horse-related products or services, training facility, or stallion to avid horse people. This invaluable guide contains the complete schedule of events, building maps, biographies of the presenters, vendor list, and much more! Many people keep the program as a resource after the event and now an online version will be available.

### NEW - Digital Edition Add-On

Connect viewers directly to your website by linking your ad. Simply provide the full website address, beginning with <https://> of the web page to which your ad should be linked.

**DIGITAL &  
PRINT  
PROGRAMS**

### AD DEADLINE

**2/15/24**

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

### PRINTING SPECIFICATIONS

Program Trim Size: 8.25" x 10.75"

Resolution: Color - CMYK 300 dpi; B&W 200 dpi

Formats accepted: PDF (preferred), JPEG

No bleeds

<b>Full Page</b> 7.25"w x 9.75"h	<b>1/2 Page Horizontal</b> 7.25"w x 4.75"h <table border="1" style="margin: 5px auto;"> <tr> <td style="text-align: center;"> <b>1/4 Page</b>            3.5"w x            4.75"h         </td> <td style="text-align: center;"> <b>1/8 Page</b>            1/8            Page         </td> </tr> </table>	<b>1/4 Page</b> 3.5"w x 4.75"h	<b>1/8 Page</b> 1/8 Page	<b>1/2 Page Vertical</b> 3.5"w x 10"h
<b>1/4 Page</b> 3.5"w x 4.75"h	<b>1/8 Page</b> 1/8 Page			

### QUESTIONS??

Contact Linda Dahl  
Dahl Graphics & Printing  
Cell: 651-353-8188

[khc-ads@dahlgraphics.com](mailto:khc-ads@dahlgraphics.com)  
[www.dahlgraphics.com](http://www.dahlgraphics.com)

### 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 EquiFest of Kansas 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 EquiFest of Kansas and Dahl Graphics & Printing against any loss or expense resulting from claims arising out of its publication. The EquiFest of Kansas 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:

**Program Advertising EquiFest of Kansas**

Linda Dahl, 4755 N Parrot Ln, Marana, AZ 85653

or email to [khc-ads@dahlgraphics.com](mailto:khc-ads@dahlgraphics.com)

Company \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

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

Email \_\_\_\_\_

### AD SIZE:

#### FULL COLOR AD

Back Cover\* (\$720)

Inside Front Cover\* (\$600)

Inside Back Cover\* (\$600)

Full Page (\$460)

1/2 Page (\$310)

1/4 Page (\$190)

1/8 Page (\$130)

#### B&W AD

Full Page (\$350)

1/2 Page (\$220)

1/4 Page (\$140)

1/8 Page (\$105)

\* Premium Space -  
check for availability

### DIGITAL EDITION ADD-ON:

Website Link (\$30)

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

### PAYMENT INFORMATION:

Check  Money Order

VISA  MasterCard  Discover  AmEx

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 EquiFest of Kansas Official Program.

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

Date \_\_\_\_\_