










## Show Guide Rate Card & Specs

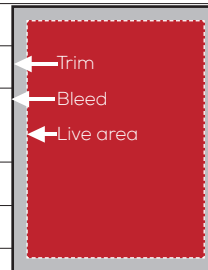
### Advertising Rates & Mechanical Specifications

Trim size:	Ad Rate	Bleed	Non-Bleed
Outside Back Cover 	\$1,000	8.375" x 10.75" plus 1/8" Bleed	7.375" x 9.75"
Inside Covers 	\$850	8.375" x 10.75" plus 1/8" Bleed	7.375" x 9.75"
2 Page Spread 	\$1,200	16.75" x 10.75" plus 1/8" Bleed	15.76" x 9.75"
Full Page 	\$650	8.375" x 10.75" plus 1/8" Bleed	7.375" x 9.75"
1/2 Page 	\$450	7.75" x 4.877"	7.75" x 4.877"
1/4 Page 	\$300	3.78" x 4.877"	3.78" x 4.877"
Business Card 	\$150	3.78" x 2.40"	3.78" x 2.40"

All sizes width by height in inches. Please designate whether your ad is designed for a left or right-hand page (position not guaranteed unless confirmed). Bleed must be included on all sides.

### File Preparation

Preferred File Format	PDF with hyperlinks* Other acceptable formats include: InDesign, EPS, TIF
Trim Size	8.375" x 10.75"
Bleed	Extend art 1/8" beyond trim on all sides
Live Area	Text and images are recommended to be at least 1/2" from trim
Binding	Saddle-stitch
Colour	4-colour process, do not include spot colours
Image Resolution	300 dpi (minimum)



\*Hyperlinks (including www. or http:// is recommended).

<sup>1</sup>Package and compress with fonts and images.

### Send Insertion Order & Inquiries to:

Ron Barker, Sales Director  
(844) 578-7518 ron@maneeventexpo.com

Nicole Barker, Graphic Designer  
(844) 578-7518 nicole@maneeventexpo.com

### Upload materials to The Mane Event:

<https://>  
or email [graphics@maneeventexpo.com](mailto:graphics@maneeventexpo.com)

### Ad Calendar

#### Insertion Order Due:

September 16, 2019

#### Ad Materials Due:

September 23, 2019

#### Expo Dates:

October 25-27, 2019  
Heritage Park, Chilliwack, BC

### Packages

Create a customized advertising package that best fits your marketing needs. Contact Ron Barker, Director of Sales, at (844) 578-7518 ext 101 or [ron@maneeventexpo.com](mailto:ron@maneeventexpo.com) to design your customized package.

### Acceptance of Advertising

All advertising is subject to approval. The publisher reserves the right to reject any advertising that does not meet the standards of The Mane Event.

All ads must be print ready. Any graphic design needed will be charged at \$60 per hour with a one hour minimum.

### Liability

Notwithstanding to whom bills are rendered. Advertisers, Agency and Service, jointly and severally shall remain obligated to pay The Mane Event the amount of any bills rendered by The Mane Event within the time specified and until payment in full is received by The Mane Event. Payment by Advertiser to Agency or to Service, or payment by Agency to Service shall not constitute payment to The Mane Event.



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## Show Guide Insertion Order

Order Date \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Company to Invoice \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Postal/Zip \_\_\_\_\_ Country \_\_\_\_\_

### The Mane Event: Chilliwack 2019 Show Guide

Insertion Deadline: September 16, 2019

Material Deadline: September 23, 2019

Headline/Subject if emailing: (Company Name)(Size of Ad)(Chilliwack 2018 Show Guide)

Special Instructions \_\_\_\_\_

Cost \_\_\_\_\_ +Tax(5%) \_\_\_\_\_ =\$ \_\_\_\_\_

Cheque  MasterCard  Visa

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_

Name on Card \_\_\_\_\_

### Ad Size

- |   |   |
|---|---|
| <input type="checkbox"/> Outside Cover (\$1000) | <input type="checkbox"/> Inside Cover (\$850) |
| <input type="checkbox"/> 2 Page Spread (\$1200) | <input type="checkbox"/> Full Page (\$650)    |
| <input type="checkbox"/> 1/2 Page (\$450)       | <input type="checkbox"/> 1/4 Page (\$300)     |
| <input type="checkbox"/> Business Card (\$150)  |   |

\*Please indicate whether your ad is designed for:

- |  |                                      |
|--|--------------------------------------|
| <input type="checkbox"/> Black & White | <input type="checkbox"/> Four Colour |
| <input type="checkbox"/> Bleed         | <input type="checkbox"/> Non-Bleed   |

### Payment Terms

- Net/30 Days once you have received the invoice via email and/or fax

### Contract Terms

- All advertising must be confirmed by an insertion order.
- Cancellations received after the closing date will be billed at the full amount.
- The Mane Event will not be liable for failure to insert an ad for any cause.
- The Mane Event reserves the right to use ad copy placed in a previous Mane Event Show Guide in the event that new ad copy is not submitted prior to the material deadline.

I agree to the terms under which this contract is issued, and I consent to receiving faxes and/or emails sent by or on behalf of, The Mane Event

Printed Name \_\_\_\_\_ Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_