



April 26-28, 2024

Minnesota State Fairgrounds  
St. Paul, MN

## PROGRAM ADVERTISING

The Minnesota Horse Expo Official Program will be distributed **FREE** to all attendees. 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.

### PRINTING SPECIFICATIONS

Program Trim Size: 8.5" x 11"

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

Formats accepted: PDF, JPEG

No bleeds

Ad Sizes	Dimensions Width/Height
Back Cover*	7.25" x 9.75"
Inside Front Cover*	7.25" x 9.75"
Inside Back Cover*	7.25" x 9.75"
Full Page	7.25" x 9.75"
1/2 Page Horizontal	7.25" x 4.75"
1/2 Page Vertical	3.5" x 9.75"
1/4 Page	3.5" x 4.75"
1/8 Page	3.5" x 2"

\* Premium Space - check for availability

Full Page	1/2 Page Horizontal	1/2 Page Vertical	1/2 Page Vertical
	1/4 Page	1/8 Page	1/8 Page

**AD DEADLINE**  
**3/31/24**

**Make checks  
payable to  
Minnesota  
Horse Expo**

### QUESTIONS??

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

### LAYOUT/DESIGN

All ads must be submitted camera-ready (preferably in PDF format). If you need ad layout, please contact Dahl Graphics for a cost estimate.

### 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. VISA, MasterCard and Discover accepted. A \$25 fee will be charged for any check returned for insufficient funds, closed account, or any other reason.

The Minnesota Horse Expo 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 Minnesota Horse Expo and Dahl Graphics & Printing against any loss or expense resulting from claims arising out of its publication. The Minnesota Horse Expo or Dahl Graphics & Printing assume no liability for submitted copy errors.

## INSERTION ORDER

**Make check payable to MN HORSE EXPO**

and send completed insertion order to:

**Program Advertising MN Horse Expo**

PO Box 276, Madison Lake, MN 56063

Company

Contact Person

Address

City

State

Zip

Phone Number

Email

### AD SIZE:

#### FULL COLOR AD

- ☐ Back Cover \$900
- ☐ Inside Front Cover \$720
- ☐ Inside Back Cover \$720
- ☐ Full Page \$600
- ☐ 1/2 Page \$330
- ☐ 1/4 Page \$210
- ☐ 1/8 Page \$125

#### B&W AD

- ☐ Full Page \$450
- ☐ 1/2 Page \$240
- ☐ 1/4 Page \$140
- ☐ 1/8 Page \$85

### 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 for payment of an ad in the Minnesota Horse Expo Official Program. Credit card processing fee 3.5%.

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

Date \_\_\_\_\_

**www.mnhorseexpo.org**