



**20% DISCOUNT FOR ALL ADS RECEIVED BY 11/30/11!**

**New England Dressage Association  
2011 Salute  
Advertising Space Rates**

**Deadlines:** Reservations/Payment/Materials

December 31, 2011

**Mechanical Specs:**

Submit completed ads per size on disk or via email as a 300 dpi PDF, EPS, TIFF or JPG file. We also accept Quark files with all fonts and images included. Please send the completed ad to Ginette Brockway at [ginette.brockway@verizon.net](mailto:ginette.brockway@verizon.net)

**Design Assistance:**

If you require graphic design assistance, Beth Robinson, the Salute designer can assist you. Her rate is \$50 per hour. You may contact her at [macbeth.designs@verizon.net](mailto:macbeth.designs@verizon.net) or (978) 448-9839. You may also work with another designer; please provide him or her with the information about ad submissions that is outlined in this document.

**Format:**

Flat – 17”W x 11”H, Folded – 8 1/2” x 11”

Printed on Coated Stock, 4-Color Covers, Black and White Text

**Display Ad Sizes/Rates:** (member rates below, **non-members add \$50.00**)

<u>Size</u>	<u>B&amp;W</u>	<u>Full Color</u>
Full Page	\$500	\$1,000 (Inside Front/Back Cover only)
Half Page (horizontal)	\$250	
Half Page (vertical)	\$250	
Third Page (vertical)	\$175	
Quarter Page (vertical)	\$150	
Business Card Size	\$125	
Service Directory Listing	\$50 (\$75 for non-members)	
(Additional Listings)	\$25 Each	

**Size Specs:**

**width x height**

Full Page	7 1/2” x 10”
Full Page with Bleeds	8 1/2” x 11” (included 1/8” bleed per side)
Half Page (horizontal)	7 1/2” x 5”
Half Page (vertical)	3 5/8” x 10”
Third Page (vertical)	2 1/2” x 10”
Quarter Page (vertical)	3 5/8” x 5”
Business Card	3 1/2” x 2”

**Service Directory Listing** (text copy only) includes: Name, address, phone number and 35 word listing. Cost over 35 words is \$5.50/line. Each display ad includes a service directory listing.

***Please Note:***

Full payment must accompany Advertising Space Reservation/Contract

**Make checks payable to: NEDA** and mail to:

Ginette Brockway, 12 Putnam Road, Acton, MA 01720.

Email: [ginette.brockway@verizon.net](mailto:ginette.brockway@verizon.net).



**20% Discount on ads received by 11/30/11!**

**New England Dressage Association, Inc.**  
2011 SALUTE  
ADVERTISING SPACE RESERVATION/ CONTRACT

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Street Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

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

Please reserve advertising Space in the NEDA Salute yearbook for:

**Ad Sizes/Rates:** (member rates below, non-members add \$50.00)

<b>Size</b>	<b>B&amp;W</b>	<b>Full Color</b>
Full Page	\$500	\$1,000 (Inside Front/Back Cover)
Half Page (horizontal)	\$250	
Half Page (vertical)	\$250	
Third Page (vertical)	\$175	
Quarter Page (vertical)	\$150	
Business Card Size	\$125	
Service Directory Listing	\$50	
(Additional Listings)	\$25 Each	

\_\_\_\_ Inside Front Cover – 4-color

\_\_\_\_ Inside Back Cover – 4-color

**\*Categories of Services:**

- |                                  |                          |                          |
|----------------------------------|--------------------------|--------------------------|
| ____ Barn & Arena Builders       | ____ Horse Sales         | ____ Tack & Equipment    |
| ____ Boarding Facilities         | ____ Instructors         | ____ Therapeutic Massage |
| ____ Farriers                    | ____ Clinicians & Judges | ____ and Acupuncture     |
| ____ Feed Stores                 | ____ Insurance           | ____ Trailers            |
| ____ Fencing                     | ____ Photography         | ____ Trucks and Vans     |
| ____ Footing & Sprinkler Systems | ____ Horse Art & Jewelry | ____ Training            |
| ____ Real Estate                 | ____ Stallion Services & | ____ Veterinarians       |
| ____ Horse Breed Associations    | ____ Breeding Facilities | ____ Videos              |

\_\_\_\_ **Other (please specify):** \_\_\_\_\_

ADVERTISING MATERIALS SUPPLIED (PLEASE INDICATE WHAT YOU HAVE INCLUDED):

**DEADLINE: 12/31/11, SEND TO: [GINETTE.BROCKWAY@VERIZON.NET](mailto:GINETTE.BROCKWAY@VERIZON.NET).**

THANK YOU FOR YOUR SUPPORT!