

Central Plains Reining Horse Association - 2018 Directory Guidelines

High Point Champion and Reserve Winners:

- Please submit photo and story to Amy Blaser, cablaser@frontiernet.net by December 31, 2017.
- Includes Youth 10 & Under, Youth 13 & Under, Youth 14-18, Green Horse, Green Rider, Ladies, Mens, Limited Non-Pro, Non-Pro, Novice Horse Non-Pro, Novice Horse Open, Open, Prime Time Non-Pro, Prime Time Rookie, Rookie 1, and Rookie 2.

Advertisement Options:

- Full Page Ad, \$100.00 (Grayscale)
- ½ Page Ad, \$65.00 (Grayscale)
- ¼ Page Ad, \$40.00 (Grayscale)
- To Be Auctioned (November 18, 2017)
 - Full Page Front Cover (Color)
 - Full Page Back Cover (Color)
 - Full Page Inside Front Cover (Grayscale)
 - Full Page Inside Back Cover (Grayscale)
 - Centerfold (2 Full Pages, Grayscale)

Ad Specifications & Design Requirements:

- Back & Front Covers: Full Page Color Ads (Covered to CMYK), Size 8.5" X 11" With ¼" Bleeds On All Four Sides.
- All Other Grayscale Ads, Size 7.5" X 10", No Bleeds.
- Resolution on all ads need to be 300 dpi or more if submitting in .jpeg, .eps, .pdf or .tif.
- All submissions for completed ads must be received no later than December 31, 2017 to be included in the 2018 Directory.
- Submit completed ads to cablaser@frontiernet.net. Payment should be mailed concurrently to Amy Blaser, PO Box 84, Duncan, NE 68634 (see fee schedule above).
- If you'd like to be in the Directory but do not have someone to design your ad, please contact Andrea Schroeder with Midwest Marketing, phone: (402) 366-2548. Images, desired text, logos and contact information can be submitted to: info@getmarketingservices.com. Images must be at least 300 dpi & logos must be high resolution to be included in the ad. Please have your ad details to Andrea on or before December 15, 2017. You will receive a proof via email before the ad is submitted to the Directory. Charges for the ad design will be coming from Midwest Marketing Services. This \$45 charge is for design only, not for the ad space in the directory.

Other:

Please submit candid adult and youth photos to Amy Blaser, cablaser@frontiernet.net to be used as filler on various pages of the Directory.

Additional Questions - Contact: Amy Blaser, cablaser@frontiernet.net, Cell Phone: 402-270-1819