



Advertising Specifications for Chagrin Hunter Jumper Classic Prize List
July 6 – 16, 2017
Cleveland Metroparks Polo Field
“Gallopig Toward Green”

The Chagrin Valley PHA Horse Show is going green, so the 2017 CHJC prize list will be designed as a responsive electronic document this year. This increases our capability to distribute to a wider audience and reduces waste. We hope you will join us!

Return on Investment:

- Exhibitors and spectators in 2016 contributed \$2.9 million to the economy in 11 days. Get your piece of the action.
- You reach a high net-worth audience. Median income is \$185,000; 38% have net worth of more than \$500,000
- 85% of equestrian participants are women
- 80% of total participants are decision makers in the workplace
- 40% own a farm; 66% of those farms are larger than 10 acres
- Individual participants own an average of three vehicles
- Individual participants own an average of four horses

Digital Distribution: We reach over 7,000 equestrian trainers and horse owners who keep refer to the publication often for information pertaining to travel, accommodations, classes, entry regulations, and fees.

Website: The prize list is uploaded to the CHJC website and remains there for 6 – 12 months.

Deadlines:

Closing Date: Jan. 31, 2016

Materials Due: Feb 15, 2016

Digital Publication Date*: March 1, 2016

*Tentative

Insertion Rates:

	Black & White	Color
Full page	\$350	\$500
½ page	\$175	\$250
¼ page	\$75	\$125
1/8 page	\$50	\$75
Front inside cover	N/A	\$600
Back inside cover	N/A	\$600

Dimensions:

Sizes	Width (inches) x Height (inches)
Trim Size	8.5 x 11
Full Page Bleed	8.625 x 11.125
Full Page No Bleed	7.25 x 9.75
½ Page (H)	7.25 x 4.75
½ Page (V)	3.5 x 9.75
¼ Page (V)	3.5 x 4.5
¼ Page (H)	7.25 x 2.25
1/8 Page	3.5 x 2

Production Guidelines:

Advertisers must supply electronic digital files of advertisement materials or a charge will apply. Advertiser may be charged for any or all of the following: design, layout, art, scans of logos, photographs, line drawings, artwork, retouching due to the poor condition of supplied artwork (ad), typography; and/or client alterations.

Special design services available based on evaluation.

DIGITAL REQUIREMENTS

Files to be emailed to: drlhammel@gmail.com

- PDF file preferred (PDF/X-1a:2001) or set to press quality: Compression settings to none & embed all fonts.
- Native files are acceptable (i.e. Photoshop, Xpress) Prefer conversion to high resolution PDF (PDF/X-1a:2001 setting).
- All color ads should indicate trims and bleeds where applicable.
- Please eliminate all unused data and supply only the files to be output on disk or email.
- Build pages to trim size and extend bleed .125" beyond page edge. Keep live area matter .25" from final trim.
- Scanned images should not be enlarged beyond 110% or reduced below 50% in the layout application.
- Do NOT nest EPS files within other EPS files.
- Color scan images should be CMYK (RGB mode is not supported). Image density should be 280% maximum.
- Duotones must be in CMYK mode.
- Image file format should be TIF or EPS.
- JPG, GIF, PICT, BMP and WORD formats are NOT acceptable and are not supported.
- Delete all extraneous alpha channels, pasteboard items, styles, etc not needed for final output

Layout/Scans/Images

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