



SOUVENIR PROGRAM ADVERTISING CONTRACT & SPECIFICATIONS:

Advertiser's Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Advertising Agency (if applicable): _____

Contact Person / Tel: _____

I would like my ad to be in the Sana Fe Summer Series PROGRAM at a cost of \$ _____ for a _____ page ad

I understand that my artwork must be received by the deadline, and that payment must be received by the payment due date or my ad will not run.

Signed: _____

Date: _____

PAYMENT DUE BY MAY 10 • ARTWORK DUE BY MAY 20

ADVERTISING DESIGN SPECIFICATIONS

- All ads must be high resolution PDF files.
- We recommend Adobe products to create PDF/X-1a files.
- All ads should be high resolution. We recommend 300 dpi for photographs and 1200 dpi for bitmaps. All fonts must be outlined.
- Set trapping on native files to ensure knock-outs and overprints print correctly. Do not include crop marks as they can potentially show up due to paper shift during the trim process.
- Please supply a SWOP color proof to ensure accuracy. Without a SWOP color proof, HIPICO

Santa Fe cannot be responsible for quality of ad reproduction.

- Use CMYK only, no spot colors. Convert all RGB files to CMYK prior to submission. SWOP standards apply, and maximum ink density should not exceed 300. Rich blacks should be built as 60C, 40M, 40Y, 100K.
- If ad submitted is not to size or specifications, client will be responsible for resizing to specs. In the event that the client cannot, we will resize the ad to the best of its ability with the resources at hand. Ad resizing may be subject to a \$50 design charge.

AD SIZES

1/4 PAGE

(3.625 X 4.875") \$300

1/2 PAGE VERTICAL

(3.625 X 10") \$600

1/2 PAGE HORIZONTAL

(7.5 X 4.875") \$600

FULL (7.5 X 10") OR

FULL BLEED (8.75 X 11.25" includes 1/8" bleed on all sides)..... \$1250

PREMIUM FOB (PG 1-4)..... \$1500

COVER POSITION \$1750

TWO PAGE SPREAD \$2800

SEND CONTRACT TO:

advertising@hipicosantafe.com

BY MAIL TO: Hipico Santa Fe,
PO Box 5353, Santa Fe, NM 87502

TO PAY BY CREDIT CARD,
CALL 505-470-3952

MAKE CHECK PAYABLE TO :
Grand Prix de Santa Fe LLC

QUESTIONS?

Email production@hipicosantafe.com or call 617-750-2800

CREATIVE DESIGN SERVICES:

Our award-winning design and copywriting team is at your service to ensure each ad will truly captivate your audience and work with our design specifications. Design services are available for an additional fee \$50 an hour. Contact us at production@hipicosantafe.com for more information.