

# 2025

## Insertion Order for Show Program Ads



Insertion Order for Program Ad indicates the contact's willingness to comply with all the terms of this contract (see second page).

### BILLING INFORMATION

Advertiser/Farm: \_\_\_\_\_ AHA Member/Acct#: \_\_\_\_\_  
 Advertiser Contact Name: \_\_\_\_\_ Phone #: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Website: \_\_\_\_\_ E-mail: \_\_\_\_\_



	Event Dates	AD Orders Due	Final AD Art Due
<b>Youth &amp; Mid Summer Nationals</b> Oklahoma City, OK	<b>July 18-26</b>	June 5, 2025	June 12, 2025
<b>Distance Nationals</b> New Centerville, ID	<b>August 29-31</b>	July 17, 2025	July 24, 2025
<b>Sport Horse Nationals</b> Wilmington, OH	<b>September 8-13</b>	August 5, 2025	August 12, 2025
<b>U.S. Nationals</b> Tulsa, OK	<b>October 16-25</b>	September 4, 2025	September 11, 2025

### PROGRAM AD INFORMATION

SHOW	Full Page Ad	2-Page Spread	Half-Page Ad > Vertical / Horizontal	Business Card Ad	TOTAL
<input type="checkbox"/> Youth & Mid Summer Nationals	<input type="checkbox"/> \$500.00	<input type="checkbox"/> \$975.00	<input type="checkbox"/> \$250.00 <input type="checkbox"/> V <input type="checkbox"/> H	<input type="checkbox"/> \$85.00 Horiz. only	
<input type="checkbox"/> Distance Nationals	<input type="checkbox"/> \$200.00	<input type="checkbox"/> \$375.00	<input type="checkbox"/> \$100.00 <input type="checkbox"/> V <input type="checkbox"/> H	<input type="checkbox"/> \$30.00 Horiz. only	
<input type="checkbox"/> Sport Horse Nationals	<input type="checkbox"/> \$400.00	<input type="checkbox"/> \$775.00	<input type="checkbox"/> \$200.00 <input type="checkbox"/> V <input type="checkbox"/> H	<input type="checkbox"/> \$75.00 Horiz. only	
<input type="checkbox"/> U.S. Nationals	<input type="checkbox"/> \$600.00	<input type="checkbox"/> \$1,175.00	<input type="checkbox"/> \$320.00 <input type="checkbox"/> V <input type="checkbox"/> H	<input type="checkbox"/> \$100.00 Horiz. only	

A 30% premium applies to IFC, IBC, and BC placements. Availability is limited and will be assigned on a first-come, first-served basis.

**TOTAL AMOUNT PAID:** \_\_\_\_\_

AHA is no longer doing design services for ads but has a list of creditable designers at different price points.

Although your preferences will be considered, AHA makes absolutely no guarantee that the Exhibitor will receive any of the listed choices.

### ACCEPTANCE & SIGNATURES

WE ACKNOWLEDGE THAT WE HAVE READ THE RULES GOVERNING EXHIBITORS LISTED ON THE REVERSE AND FRONT SIDE OF THIS AGREEMENT; WE AGREE THAT OUR USE AND OCCUPANCY OF THE ASSIGNED LEASE SPACE SHALL BE SUBJECT TO THESE RULES IN ALL RESPECTS; AND WE AGREE TO FULLY COMPLY WITH THESE RULES AND WITH THE RULES AND REGULATIONS OF AHA AS STATED ON THE FOLLOWING PAGE. **NO REFUNDS.**

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

### METHOD OF PAYMENT (US FUNDS ONLY)

A fee of up to 3% may be assessed to cover the cost of acceptance for electronic payments. This fee is not applicable if the payment is by cash, check, money order or ACH.

☐ CHECK (PAYABLE TO AHA) ☐ CHECK ☐ ACH ☐ CREDIT CARD **TOTAL AMOUNT DUE \$** \_\_\_\_\_

**ACH Information:** Account Type: ☐ Savings ☐ Checking Bank Routing #: \_\_\_\_\_ Bank Acct #: \_\_\_\_\_

**Credit Card#** \_\_\_\_\_ **\$** \_\_\_\_\_

Print Name as it appears on CC Name: \_\_\_\_\_

Exp Date \_\_\_\_\_ CVV \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card Billing Address (include zip) \_\_\_\_\_

# Arabian Horse Association Mechanical Requirements & Specifications

**Client is responsible for submitting new materials by ad deadlines and for renewing contract. All display advertising requires a signed contract.**

- **PAYMENTS:** AHA accepts MC, Visa, AMEX & Discover in U.S. funds only. Prepayment must accompany the advertising contract for first placement amount. Payment for all advertising is the responsibility of the person signing the advertising agreement. AHA will NOT send multiple invoices in order to collect on one advertisement. It is the responsibility of the person signing the advertising agreement to submit payment in full. If advertisement involves more than one billing party, it will be the responsibility of the person signing to bill the other parties. In the event Advertiser fails to make payment as agreed, the Publisher retains the right at any time to discontinue advertising of such delinquent Advertiser. Any bill rendered to the Advertiser by the Publisher shall be considered correct unless written objection is made by the Publisher or the Advertiser within 60 days from the rendering of the statement.
  - **ELECTRONICALLY-SUPPLIED ADS:** By email or FTP or Cloud, as PDF or hi-resolution TIFF or JPG. Can be RGB, CMYK or BW as minimum 300 DPI (600 DPI for all logos/clip art/ spot illustration). Fonts, graphics, resources MUST all be embedded into ad file. Specialty ad types (inserts, tip-ons, blow-in cards, and prize lists), etc. must be requested and priced at least TWO WEEKS prior to Ad Materials Deadline.
  - **MATERIALS:** Materials such as inserts, bind-ins, tip-ins, blow-ins, polybagged outserts, etc. MUST be sent to AHA no later than FOUR WEEKS PRIOR to the press date of publication. AHA maintains the right to alter or reject any materials that are not the same size, or that fits within the size, of the program. AHA is not responsible for the damage or loss of any hard copy materials sent by courier or USPS to AHA. Advertiser sends such materials at their own risk and expense.
  - **CLIENT-SUPPLIED ADS:** Must include designer and advertiser contact information, specific show, and size with ad materials.
  - **TRADEMARKS & COPYRIGHTS:** The advertiser agrees and verifies that ALL rights to the materials they supply to AHA are owned by the advertiser, or that the advertiser has entered into a contractual agreement with the owners of those rights to use and publish their materials for their advertisement in the program. The advertiser MUST supply AHA with all appropriate credits for such works, or have those credits plainly visible on ads supplied camera-ready. AHA WILL NOT BE HELD RESPONSIBLE FOR COPYRIGHT AND TRADEMARK INFRINGEMENTS FOR WORKS SUPPLIED BY THE ADVERTISER, and AHA will vigorously pursue remedies against any advertiser that supplies Arabian Horse Association with material in violation.
  - **AUTHORSHIP & RIGHTS USAGE:** If AHA is designing the ad, advertiser pays only for the service of ad design and ad placement in an AHA publication. AHA retains authorship and copyright of the ad design itself, and fees charged do not include transference of copyrights to the advertiser or other third-party. Permission to run AHA-designed ads in third-party media must be requested from AHA and may include additional charges. AHA has the right to deny any such requests at its discretion. AHA will not transfer any native build files to advertiser or third party.
  - **CONTENT:** In order to maintain a non-partisan position, AHA prohibits overt political or religious solicitation and/or proselytizing in advertisements placed in Arabian Horse Association publications. AHA retains the authority to determine appropriateness of any advertising, and the right to reject any advertisement that AHA feels may be a detriment to the publication. Advertisers and agents assume ALL liability for ad content, including text, representations, photography, and illustrations.
  - **PICK-UPS / CONTRACTED / LONG-TERM ADS:** If ad corrections or new materials are not received by Ad Deadlines, AHA reserves the right to rerun a previous ad placed by Advertiser without requiring agent/designer/client approval or cancellation of ad. Corrections cannot be made to ads previously submitted on camera-ready PDF or image file. AHA stores ad materials for a maximum of 12 months. Pick-ups requested that were last published more than 12 months ago will need to be re-submitted by the Advertiser, or the materials to build said ad re-supplied.
  - **NATIONAL SHOW PRIZE LISTS / PROGRAMS:** Contact your ad sales rep regarding color availability, placement and ad specials.
  - **PRIME PAGES / SPECIAL POSITIONING REQUESTS:** ARE AVAILABLE ON A CONTRACT BASIS ONLY! Contact your ad sales rep for availability and current rates. Ads not purchased for Premium Placement rates will be placed at AHA's discretion, and the Advertiser will have no claim to refund over disagreements on placement.
  - **LATE MATERIALS:** Ads still missing materials/electronic files received after the deadline will not run.
  - **CANCELLATIONS:** Reserved ad space, cancelled in writing after Materials Deadline, will owe 40% of the Ad Rate. Ads remaining incomplete/unapproved less than two weeks before printing will be cancelled and owe 40% of the Ad Rate and any other additional charges.
  - **LATE AD CHANGES:** Any agent/artist-requested corrections that have to be made after ad deadlines, when the files are already at the printer will be assessed a minimum \$200 fee in addition to any other additional charges incurred to modify the advertisement.
  - **ADVERTISER AGREES THAT:** By placing an ad in an AHA publication, a contract shall have been entered into with the Arabian Horse Association, Greenwood Village, CO, and advertiser agrees to all of the terms and conditions of this Ad Contract. AHA reserves the right to refuse ads that do not comply with AHA production standards and policy.
  - **PREFERRED FORMATS:** High-res PDF with fonts embedded, or high-res TIFF, or JPG files @300 DPI with fonts outlined.
  - **NOT ACCEPTED (files will be rejected):** Ads built in WordPerfect, Microsoft Publisher, CorelDraw, PowerPoint, QuarkXPress, PageMaker
  - **SEND PHYSICAL AD MATERIALS TO:**  
Arabian Horse Association, c/o National Events 6030  
Greenwood Plaza Blvd, Suite 100, Greenwood Village, CO  
80111 303-696-4500; or Electronically to:  
NationalEvents@ArabianHorses.org
- Advertiser Initials: \_\_\_\_\_

## Print Advertising Design Specifications

FULL PAGE

File Size: 8.875" x 11.375" @ 300dpi  
Trim Size: 8.375" x 10.875"  
Live Area: 7.625" x 10.125"  
Bleed Size: 8.625" x 11.125"  
(.125" bleed)

2-PAGE SPREAD

File Size: 17.125" x 11.375" @ 300dpi  
Trim Size: 16.750" x 10.875"  
Live Area: 16.000" x 10.125"  
Bleed Size: 17.000" x 11.125"  
(.125" bleed)

PARTIAL ADS

File Size = Trim size @ 300dpi  
1/2 Horizontal: 7.125" x 4.625"  
1/2 Vertical: 3.375" x 9.45"  
Business Card: 3.625" x 2.25"  
NO BLEED: Live Area = Trim Size