

HITS AD RATES

PRIZE LIST

	Reserved for Sponsors
Thermal Desert Circuit Closing Date for artwork	- California - September 2, 2011
Ocala Winter Circuit Closing Date for artwork	- Florida - September 2, 2011
Tucson Winter Circuit Closing Date for artwork	- Arizona - September 2, 2011
Culpeper Summer Circuit Closing Date for artwork	- Virginia - December 2, 2011
Saugerties Summer Circuit Closing Date for artwork	- New York - December 2, 2011

OFFICIAL SHOW PROGRAM

Please to reserve space in the following publication(s)

- Thermal Desert Circuit** - California
Closing date for artwork - December 2, 2011
- Ocala Winter Circuit** - Florida
Closing date for artwork - December 2, 2011
- Saugerties Circuit** - New York
Closing date for artwork - April 6, 2012

ADVERTISING RATES

Black & White Rates

- 1/4 page \$250
- 1/2 page \$450
- Full page \$650
- Cover Pages - RESERVED

Color Rates

- 1/4 page \$550
- 1/2 page \$750
- Full page \$950
- Cover Pages - RESERVED

DESIGN SERVICES

BASIC: The advertiser will be provided with a layout for their ad using print quality components supplied by the advertiser. Advertiser is responsible for consent to use all supplied images, logos, slogans, etc. This service is an additional fee added to the advertising rate.

CUSTOM: HITS Art Department is available to work closely with the advertiser to create custom advertising using supplied components from the advertiser. Contact the HITS Art Department to schedule a consultation at 845.246.8833 or Leslie@HitsShows.com. This service is an additional fee added to the advertising rate.

PLEASE NOTE

- Please refer to the Specifications Sheet for size requirements, camera-ready artwork specifications and additional production fees.
- Failure to meet deadline with electronic file, signed contract AND payment will result in omission from the publication.
- HITS reserves the right to refuse any advertising and shall not be liable for damages if for any reason we fail to publish an advertisement. Any advertisement that has been refused will be returned with appropriate fees included.
- Prize List advertising space is limited to Sponsors.

Name of Business: _____

Contact Name: _____ Phone: _____ Fax: _____

Address: _____

Agency: _____ Agency Contact/Phone: _____

Authorizing Signature: _____ Date: _____

Business Phone & Website URL: _____



SPECIFICATIONS

AD DIMENSIONS

- Final Trim Size: 8.5" x 11"
- Full Page (NO Bleed): 7.5" x 10"
- Full Page (Bleed): 8.75" x 11.25"
- 1/2 Page Horizontal: 7.5" x 4.5"
- 1/2 Page Vertical: 3.5" x 10"
- 1/4 Page Vertical: 3.5" x 4.75"
- Coupon Booklet: 5.5" x 2.75"

COMMON DIGITAL MEDIA TYPES

PDF, JPEG, TIFF, EPS

COMMON APPLICATIONS

QuarkXPress	InDesign
Photoshop	Illustrator

IMAGE RESOLUTION

All ads must be at least 300 dpi or better

DIGITAL REQUIREMENTS

All ads must be submitted as digital/electronic files or CD format. All files should be saved in PC format whenever your software offers an option. A directory of all files on the disk is very helpful.

Reminder: All fonts must be included or converted to curves. If color, all photos and PMS colors need to be converted to CMYK. Include 1/8" bleed, where applicable.

FILE INFORMATION

All EPS and TIFF files used in the creation of your documents must be included. This includes all files imported into QuarkX-Press. Please include any other files required to output your job successfully, such as custom kerning, hyphenation, or justification tables.

ADDITIONAL REQUIREMENTS

A hard-copy/proof must be supplied of the exact ad in order to match color and layout on press.

GRAPHIC DESIGN SERVICES

BASIC: The advertiser will be provided with a layout for their ad using print quality components supplied by the advertiser. Advertiser is responsible for consent to use all supplied images, logos, slogans, etc. This service is an additional fee added to the advertising rate.

Custom: HITS Art Department is available to work closely with the advertiser to create custom advertising using supplied components from the advertiser. Contact the HITS Art Department to schedule a consultation at 845.246.8833 or Leslie@HitsShows.com. This service is an additional fee added to the advertising rate.

PLEASE NOTE

- We DO NOT accept Microsoft Office documents.
- HITS reserves the right to refuse any advertisement and shall not be liable for any damages if, in its sole discretion, for any reason, it chooses not to publish an advertisement. Any advertisement that is refused will be returned with appropriate fees included.

Please email all electronic ads to:

Ads@HitsShows.com

Please send hard-copy and CD's to:

HITS Advertising Department
319 Main St, Saugerties, NY 12477-1330

For sales information or technical questions:

HITS Sponsor Department
Lisa@HitsShows.com

HITS Advertising Department
Chris@HitsShows.com
Missy@HitsShows.com

HITS Art Department
Leslie@HitsShows.com

**HARD-COPY/PROOF MUST ACCOMPANY DISK/FILE
FOR BOTH COLOR AND BLACK AND WHITE ADS**

