

# HITS AD RATES

## PRIZE LIST

*Reserved for Sponsors*

**Thermal Desert Circuit** - California  
Closing Date for artwork - September 4, 2009

**Ocala Winter Circuit** - Florida  
Closing Date for artwork - September 4, 2009

**Tucson Winter Circuit** - Arizona  
Closing Date for artwork - September 4, 2009

**Culpeper Summer Circuit** - Virginia  
Closing Date for artwork - December 4, 2009

**Saugerties Summer Circuit** - New York  
Closing Date for artwork - December 4, 2009

## OFFICIAL SHOW PROGRAM

Please ✓ to reserve space in the following publication(s)

Thermal Desert Circuit - California  
Closing Date for artwork - December 4, 2009

Ocala Winter Circuit - Florida  
Closing Date for artwork - December 4, 2009

Saugerties Circuit - New York  
Closing Date for artwork - April 9, 2010

## 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 QuarkXPress. 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

**HITS ART DEPARTMENT**

Leslie@HitsShows.com

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

