

# **GULF COAST WINTER CLASSIC HORSE SHOWS**

## **PROGRAM ADVERTISING SPECIFICATIONS**

### **AD DIMENSIONS: PROGRAM**

Final Trim Size: 8" x 11" (Reserved for sponsors)

Full Page (Bleed): 8.75" x 11.25"

1/2 Page Horizontal: 7.125" x 4.875"

1/2 Page Vertical: 3.4375" x 10"

1/4 Page Vertical: 3.4375" x 4.875"

### **FILE REQUIREMENTS:**

High resolution PDF is the preferred file type.

Other acceptable file formats are TIF, JPG, or EPS. Ad resolution should be no less than 300 dpi.

### **ACCEPTABLE NATIVE FILE FORMATS:**

Original InDesign, Illustrator and Photoshop files will be accepted as long as all supporting links and fonts are included.

PLEASE NOTE: GIF, BMP, and Microsoft Word or Publisher files are NOT accepted as final ad copy.

### **GRAPHIC DESIGN SERVICES:**

Gulf Coast Classic Company offers layout and design services for advertisers. Advertiser is responsible for consent to use all supplied images, logos, slogans, etc. This service is an additional fee added to the advertising fee.

### **ADDITIONAL INFORMATION:**

If disks are sent please label with contact name & phone number, file format and a hard copy proof containing all file information. Please confirm all files are included i.e. scans/graphics, fonts etc. DO NOT embed or store photos or graphics in the layout application.

Gulf Coast Classic Company 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.

### **AD SUBMISSION:**

Please email all electronic ads to (preferred method): nobella@comcast.net

Please send hard-copy and CD's to: Nobella Prized Publications

Attn: Teri Collette, 941 Gentlewood Street, Gaithersburg, Maryland 20878

### **AD SPECIFICATION QUESTIONS:**

Please contact Janet McCarroll, gcclassic@aol.com or Teri Collette, nobella@comcast.net

