



2018 Directory Advertising Information & Reservations

Reserve Ad Space & Send Electronic Files to:
Vonda Morrison, Editor
2795 250th St E
Farmington, MN 55024
507-358-0118
dvmorrison08@gmail.com

Ad Sizes:

Full Page – 8.75w x 11.25h (final cut size is 8.5 x 11)

1/2 Page – 8.75w x 5.75h (final cut size is 8.5 x 5.5)

PLEASE KEEP ALL COPY .125 AWAY FROM THE FINAL CUT SIZE TO AVOID COPY BEING TRIMMED

ADVERTISING FEES

Front Cover & Back Cover will be auctioned
at the Awards Banquet

Full Color

_____ Center Spread \$500

_____ Inside Front Cover \$300

_____ Inside Back Cover \$280

_____ Full Page \$200

_____ 1/2 Page \$120

Black and White

_____ Full Page \$110

_____ 1/2 Page \$80

Ad space cost does not include design fee

DESIGN FEES

_____ First page or partial page \$75

_____ Additional pages same design \$35/page

_____ Additional pages different design \$75/page

All ads must be created with graphic editor software such
as Paint Shop Pro or Photoshop. All photos **MUST** be
original scan at 300 dpi jpg format in the final print size.

**A \$50 fee will be charged if any changes need to
be made by the MPtHA Designer.**

This includes adjusting the size of the ad.

DEADLINE FOR ADS JANUARY 5, 2018

Advertiser _____

E-mail Address _____

Contact _____

Phone _____

Address _____

City _____ State _____ Zip _____

Ad Fees _____ Design Fees _____ Total _____

Send information to Vonda Morrison, 2795 250th St E, Farmington, MN 55024

Ads canceled before Dec. 1st get 100% refund, after Dec. 1st 50% refund.

MUST INCLUDE PAYMENT WITH YOUR RESERVATION!!

We accept checks payable to MPtHA, Minnesota Pinto Bucks, cash, or PayPal.

For those choosing the Paypal option, please add 3% and send your payment to mptha66@gmail.com

OVER FOR AD SPECIFICS



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½ Page - 8.75w x 5.75h (final cut size 8.5 x 5.5)

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Ad Honoree _____

Pinto Name _____

Awards/Placings _____

Thank you's _____

TO BE CONSISTENT THROUGHOUT DIRECTORY:

Common abbreviations/words: PtHA, PWC, MPtHA, P/S, S/H, AM, YA, Leadline

Awards should be listed in this order of importance:

PtHA, Color Breed Congress, MPtHA, Others in order of placings (1st, 2nd, 3rd...)

Typical wording for award placings: Award Type/Division/Type of Horse/Age Division

- EXAMPLES:**
- PWC 2X Reserve World Champion**
 - High Point Youth Stock/Hunt Horse 14-18**
 - 5th MPtHA High Point Youth P/S 18/U**
 - Youth Western Pleasure ROM**

Remember - Less is MORE!

If using an outside Designer, any corrections requested by MPtHA Directory Editor MUST be adhered to or your ad will NOT be printed!