



# *Final Salute*

2024  
OUR YEAR IN REVIEW

## **Ad Specifications**

**Back Cover, Inside Front Cover, Inside Back Cover ads** will be printed in full color and may include full bleeds -- overall size with bleeds must be 6.75" wide X 8.75" high, size without bleeds are 5.75" wide X 7.75" high, set artwork color to CMYK (NO RGB), 300 dpi, fonts embedded or outlined, all graphics embedded, saved as press quality, include all printers marks -- provide in PDF, TIF, EPS, JPG format only.

**Internal Page ads** will be printed in black and white OR full color (your choice) and may NOT bleed -- overall sizes are exact as noted, set artwork color to 100% black or greyscale only, OR CMYK for color (NO RGB), 300 dpi, fonts embedded or outlined, all graphics embedded, saved as press quality, DO NOT add printers marks -- all ads will receive a 1 pt. boarder which you may include to exact size -- provide in PDF, TIF, EPS, JPG format only.

***Ads will be altered to fit into the specified size purchased if not sent to exact size. In this instance we will not be responsible for distortion of photos included in ad. No proofs will be sent -- ESDCTA will make every effort to review and proofread all ads and assumes no responsibility for errors or omissions.***

**Full Page - Inside Front Cover - \$400.00**

**Full Page - Inside Back Cover - \$400.00**

**Full Page - Back Cover - \$450.00**

overall size with bleeds must be

**6.75" Wide x 8.75" High**

**- OR -**

overall size WITHOUT bleeds must be

**5.75" Wide x 7.75" High**

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**Full Page - Internal Pages - \$250.00**

overall size WITHOUT bleeds must be

**5.75" Wide x 7.75" High**

**1/8 Page Horizontal**  
**\$50.00**

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2.7813" Wide  
x  
1.7927" High

**1/2 Page Vertical**  
**\$175.00**

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2.7813" Wide  
x  
7.75" High

**1/4 Page Vertical**  
**\$100.00**

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2.7813" Wide  
x  
3.7788" High

## **\$25.00 Business Resource Listing**

*(name/address/phone/web/35 word description)*

### **EXAMPLE:**

#### **Rhythm & Blues Stables**

Heidi Lemack and Jason Beck, Trainers

12 Hill Road, Allentown, NJ 08501

609-758-4918

Email: rblstables@aol.com

Web: Rhythmandbluesstables.com

*USDF "L" Graduate and USDF Bronze and Silver*

*Medalist specializing in dressage and jumpers.*

*Boarding, training, and sales. Lesson horses*

*available.*

**1/2 Page Horizontal**

**\$175.00**

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**5.75" Wide**

**x**

**3.7788" High**