

ARABIAN HORSE LIFE- the official publication of the Arabian Horse Association
2017 ARABIAN HORSE LIFE ADVERTISING INSERTION ORDER

1. Choose a Method for Reserving Ad Space

Fax completed form to: **(303) 696-4599**

Mail completed form and ad materials to:

*Arabian Horse Association
 c/o Arabian Horse Life
 10805 E. Bethany Drive •
 Aurora, CO 80014-2605*

Contact Name: _____

2. Complete Insertion Order Information

Advertiser _____ AHA # _____

Advertising Contact _____

Phone _____ E-mail _____

Website _____

Billing Information

Credit Card #, exp date, and ¼ digit bank code (Visa, MC, AMEX or Discover) _____

Authorized Signature _____

Print name as it appears on card _____

Magazine Advertising Rates

1X 3X 6X

Full page 1/2 page 1/3 page 1/4 page 1/6 page Guaranteed position: Add 10% Volume discount: 20% for 2+ pages per issue (no fractions) Inside Front Cover: Inside Back Cover: Back Cover: Page 2:

Additional Charges if selected:

- Ad design-** Please send ad materials by the deadline to the address above. This service includes two proofs. Additional fees will accompany additional proofs. There is an additional \$100 fee to send ads to another publication that were designed or redesigned by AHA. Marketplace ads are 1/6V ad size ONLY.
- \$100 design fee if not camera ready.
- Guaranteed Position** – contact AHA for rate availability.

Address _____

City/State/Zip _____

phone/fax/email _____

3. Please fill in all blanks across from each issue ad will run.

Issue	Ad size: 1 pg, 1/6, ½, 1/3, ¼, Business Card	vertical or horizontal (fractional)	Net Rate	Guaranteed or Premium Position (10% premium)	New Design, Camera- Ready, Pick-Up or Pick- Up with Corrections? If P/U, indicate prior issue	Additional comments:	Total Net Rate
Issue 1 2017							
Issue 2 2017							
Issue 3 2017							
Issue 4 2017							
Issue 5 2017							
Issue 6 2017							
Totals							

4. Signature: _____ **Date** _____ **Arabian Horse Life** _____

By signing this contract, I hereby authorize the Arabian Horse Association to publish the above subject advertising in Arabian Horse Life magazine. By signing, I stipulate that I have read through, understand, and agree to the entirety of Arabian Horse Life's Advertising Terms and Conditions.

Send Ad Materials To: Arabian Horse Association, c/o Arabian Horse Life; 10805 E. Bethany Dr; Aurora, CO 80014; 303-696-4500;
or electronically to: advertising@ArabianHorses.org

Client is responsible for submitting new materials by ad deadlines and for renewing contract. All display advertising requires a signed contract.

- **Payments:** AHA accepts MC, Visa, AMEX & Discover in US funds only. Prepayment must accompany the advertising contract for first placement amount. Payment for all advertising is the responsibility of the person signing the advertising agreement. AHA will NOT send multiple invoices in order to collect on one advertisement. It is the responsibility of the person signing the advertising agreement to submit payment in full. If advertisement involves more than one billing party it will be the responsibility of the person signing to bill them. In the event Advertiser fails to make payment as agreed, the Publisher retains the right at any time to discontinue advertising of such delinquent Advertiser. Any bill rendered to the Advertiser by the Publisher shall be considered correct unless written objection is made by the Publisher or the Advertiser within 60 days form the rendering of the statement.
- **Electronically-Supplied Ads:** By email or on disk as PDF or hi-resolution TIFF or JPG. Can be RGB, CMYK or BW as 300 DPI (600 DPI for all logos/clip art/ spot illustration). Fonts, graphics, resources must all be embedded into ad file. Special ad types (blow in cards/tip ons and prize lists), etc. must be requested and priced at least two weeks prior to Ad Materials Deadline.
- **Materials & Postage:** Materials that may affect postage classification of the publication, such as bind-ins, tip-ins, blow-ins, polybagged outserts, etc. MUST be sent to AHA no later than EIGHT WEEKS PRIOR to the press date of publication. AHA maintains the right to alter or reject any materials that alter the postage classification of the publication, or significantly increase the postage rates of the publication without compensation to AHA. AHA is not responsible for the damage or loss of any hard copy materials sent by courier or USPS to AHA. Advertiser sends such materials at their own risk and expense.
- **Client-Supplied Ads:** must include designer and advertiser contact information, issue, and size with ad materials.
- **Trademarks and Copyrights:** The advertiser agrees and verifies that ALL rights to the materials they supply to AHA are owned by the advertiser, or that the advertiser has entered into a contractual agreement with the owners of those rights to use and publish their materials for their advertisement in the magazine. The advertiser MUST supply AHA with all appropriate credits for such works, or have those credits plainly visible on ads supplied camera-ready. AHA WILL NOT BE HELD RESPONSIBLE FOR COPYRIGHT AND TRADEMARK INFRINGEMENTS FOR WORKS SUPPLIED BY THE ADVERTISER, and AHA will vigorously pursue remedies against any advertiser that supplies Modern Arabian Horse with material in violation.
- **Authorship and Rights Usage:** Advertiser pays only for the service of ad design and ad placement in an AHA publication. AHA retains authorship and copyright of the ad design itself, and fees charged do not include transference of copyrights to the advertiser or other third party. Permission to run AHA-designed ads in third-party media must be requested from AHA and may include additional charges. AHA has the right to deny any such requests at its discretion. AHA will not transfer any native build files to advertiser or third party.
- **Content:** In order to maintain a non-partisan position, AHA prohibits overt political or religious solicitation and/or proselytizing in advertisements placed in Arabian Horse Life. AHA retains the authority to determine appropriateness of any advertising, and the right to reject any advertisement that AHA feels may be a detriment to the publication. Advertisers and agents assume ALL liability for ad content, including text, representations, photography, and illustrations.
- **Pick-Ups / Contracted / Long-Term ads:** If ad corrections or new materials are not received by Ad Deadlines, AHL reserves the right to rerun a previous ad placed by Advertiser without requiring agent/designer/client approval or cancel of ad. Corrections cannot be made to ads previously submitted on disk, as film, "camera – ready", PDF or image file. AHA stores ad materials for a maximum of 12 months. Pick-ups requested that were last published more than 12 months ago will need to be re-submitted by the advertiser, or the materials to build said ad re-supplied.
- **National Show Prize Lists/ Programs:** contact your ad sales rep regarding color availability, placement and ad specials.
- **Prime Pages/Special Positioning Requests:** ARE AVAILABLE ON A CONTRACT BASIS ONLY! Contact your ad sales rep for availability and current rates. Ads not purchased for Premium Placement rates will be placed at AHA's discretion, and the advertiser will have no claim to refund over disagreements on placement.
- **Late Materials:** Ads still missing materials/electronic files received after the deadline will not run.
- **Cancellations:** Reserved ad space, cancelled in writing after Materials Deadline, will owe 40% of the Ad Rate. Ads remaining incomplete/unapproved less than two weeks before printing will be cancelled and owe 40% of the Ad Rate and any other add'l charges.
- **Late ad Changes:** Any Agent/artist-requested corrections that have to be made after ad deadlines, when the files are already at the printer will be assessed a minimum \$200 fee in addition to any other additional charges incurred to modify the advertisement.
- **Indemnity from Postal Delays:** AHA and its print vendor maintain no control over the process of mailing the publication once the print vendor has supplied it to the United States Postal Service. Neither AHA or the print vendor will be held responsible for any delays in mailing, or lost or damaged publications.
- **Advertiser Agrees That:** By placing an ad in AHL, a contract shall have been entered into with the Arabian Horse Association, Aurora , CO and advertiser agrees to all of the terms and conditions of this Ad Contract. **AHA reserves the right to refuse ads that do not comply with AHA production standards and policy.**

Preferred format: High-res PDF with fonts embedded , or High- res TIFF or JPG files

NOT accepted (files will be rejected): Ads built in WordPerfect, Microsoft Publisher, CorelDraw, PowerPoint, QuarkXPress, PageMaker

Ad Size	Horizontal Width x height	Vertical Width x height	Bleed (Trim plus 1/8-inch bleed on all sides, top and bottom)	Trim (Actual Document Size)
Full page	N/A	See bleed or trim	Inches: 8.625 x 11.125	Inches: 8.375 x 10.875
2-page spread	N/A	See bleed size	Create two facing full-page ads with no bleed in the center gutter between pages	
Business Card	N/A	4.625" x 2.25"	N/A	
1/2 page	6.9" x 4.625"	N/A	N/A	
1/3 page	4.55" x 4.625"	2.250" x 9.600"	N/A	
1/4 page	N/A	3.35" x 4.625"	N/A	
1/6 page	N/A	2.250" x 4.875"	N/A	

Verification: Materials submitted to AHA that does not conform to the specifications stated above may be changed as necessary to meet the requirements of AHA without the consent of the advertiser at a minimum \$50/hour fee for additional labor.

Initials: _____

