

The Devon Horse Show & Country Fair, Inc. - Advertising Contract

DEVON

FOR THE BENEFIT OF BRYN MAWR HOSPITAL

JRL Advertising & Sales Promotion, Inc., Publisher

80 Orchard Rd. • North East, MD 21901

Phone: 410-287-1336 • Fax: 410-287-1334 • E-mail: JRLadv@comcast.net

NOTE: All ad materials MUST be submitted in accordance with "Ad Materials Production Specifications" sheet to avoid additional charges

Please insert our advertisement to occupy _____ page in the Devon 2008 Horse Show Catalog for which _____ agrees to pay _____ dollars on publication.

The Devon Horse Show and Country Fair will be held in Devon, PA, from May 22 Through June 1, 2008.

Publishers and Agent(s) are bound by no agreement other than that expressed on the face of this contract (no verbal agreements recognized).

BOOK TRIM SIZE: 8½" X 11". ENTIRE AD AREA INCLUDING BORDERS, RULES, ETC., NOT TO EXCEED SIZES LISTED BELOW.

SPACE UNITS	Sizes Inches	Rates B&W	Rates 2-Color**	Rates 4-Color
<input type="checkbox"/> Inside Front Cover (Bleed)	8½ x 11*	N/A	N/A	\$3,500
<input type="checkbox"/> Inside Back Cover (Bleed)	8½ x 11*	N/A	N/A	\$3,400
<input type="checkbox"/> Back Cover (Bleed)	8½ x 11*	N/A	N/A	\$3,500
<input type="checkbox"/> Full Page (Bleed)	8½ x 11*	\$1,000	\$1,500	\$1,900
<input type="checkbox"/> Full Page	7 x 9	\$950	\$1,450	\$1,850
<input type="checkbox"/> 1/2 Page (Vertical)	3½ x 9	\$600	\$1,000***	\$1,500***
<input type="checkbox"/> 1/2 Page (Horizontal)	7 x 4½	\$600	\$1,000***	\$1,500***
<input type="checkbox"/> 1/4 Page (Vertical)	3½ x 4½	\$400	N/A	N/A
<input type="checkbox"/> 1/4 Page (Horizontal)	7 x 2½	\$400	N/A	N/A
Total.....			\$_____	

DEADLINES: March 28th for advertising contracts and materials. Ads received after March 28th may be subject to a 5% surcharge. Ads received after April 11th may be subject to 10% surcharge or refusal.

* Allow 1/4" safety area (no copy or critical art) on all sides of bleed ads. Supply materials for bleed ads 8 3/4" x 11 1/4" for 1/8" trim all sides.

** Second color can be chosen from the 3 process colors only (cyan (light blue), magenta, or yellow).

*** Acceptance of half page ads are subject to the receipt of an even number of same.

Special color and sizes other than listed above will be quoted on request.

Firm Name		Agent Name, if applicable	
Address		Address	
Telephone Number	Fax Number	Telephone Number	Fax Number
Contact Name (Please Print)		Contact Name (Please Print)	
Authorized Signature	Date	Authorized Signature	Date

One complimentary catalog will be available to advertisers as proof of publication. Additional catalogs may be purchased. All materials furnished by advertiser will be returned, upon request in writing, after the Horse Show and Country Fair. We reserve the right to refuse ads not in keeping with standards set forth by The Devon Horse Show and Country Fair, Inc. Authorized signature required for publication.

Make checks payable to **The Devon Horse Show and Country Fair, Inc.** Send contract, check and advertising materials to JRL Advertising and Sales Promotion, Inc., 80 Orchard Rd. • North East, MD 21901 Phone: 410-287-1336