

# Stallion Directory Advertising



## Insertion Order

### Format

120 page offset, perfect bind, full color covers; sheet size 8 1/2 x 11. Circulation 2,000. Bleeds only on full page ads.

### Black/White Ads

- **Submit ONLY electronic files** saved as Macintosh EPS or TIFF format (created/exported from FreeHand, Quark, Illustrator, or Photoshop) with all images (300 dpi) embedded in Grayscale (black & white) or CMYK (4 color) TIFF, and all type converted to paths or outlines. Create PDF files with Acrobat Distiller Job Options selected for "Press" output.

- Include original files (saved in FreeHand 8, Quark 4, Illustrator 7, or Photoshop 7), all placed / linked / embedded images, and all screen and printer font files on your disk/CD, in addition to the final Macintosh EPS or TIFF file.

- **Not accepted:** Files created in any word processing program (Word, WordPerfect, etc.) or Publisher created files; files containing TrueType or screen fonts; JPEG images or exported files; negatives or film positives; paste-ups or photocopies.

### Submit

- Electronic files sent by email or on Macintosh-readable CD. NO FLOPPY!

- A laser quality proof for black & white ads must be included with disk/CD or email submitted files.

- An ink-jet quality color proof must be submitted with disk/CD for all color ads (no faxes accepted).

**E-mail** ads to Silvia at [silvia@kwpn-na.org](mailto:silvia@kwpn-na.org) or Lynn Marx at [lmarx23@mindspring.com](mailto:lmarx23@mindspring.com).

### Mail Disk/CD to:

c/o KWPN-NA  
609 E. Central Ave. **OR** PO Box O  
Sutherlin, OR 97479

### For Technical Questions:

Lynn Marx  
541-510-7610

Advertiser \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Ad Size \_\_\_\_\_ Format \_\_\_\_\_ Rate \_\_\_\_\_

Special Instructions \_\_\_\_\_

Payment Options  Check  Visa  MasterCard  
(Checks in US Funds.)

Credit card number \_\_\_\_\_

Exp. date \_\_\_\_\_ Validation Code \_\_\_\_\_

Signature \_\_\_\_\_

*For office use*

Payment received: \_\_\_\_\_ Date \_\_\_\_\_

To reserve space, mail or fax insertions to KWPN-NA office

Size	W x H	B/W	Color
Back Cover	8 1/2 x 11	NA	\$1,300
Inside Covers	8 1/2 x 11	NA	\$1,200
Full Page	7 1/2 x 9 5/8	\$750	\$1,000
Two Page Spread		\$1,275	NA
Two Thirds Horiz	7 1/2 x 6 1/4	\$550	NA
Half Page Vert	3 5/8 x 9 5/8	\$400	NA
Half Page Horiz	7 1/2 x 4 7/8	\$400	NA
One Third Vert	3 5/8 x 6 1/4	\$300	NA
One Third Horiz	7 1/2 x 3	\$300	NA
One Sixth	3 5/8 x 3	\$200	NA
Business Card	3 1/2 x 2	\$100	NA

### Deadlines

Space Reservation      October 15, prior to breeding year  
Camera Ready Due      November 15, prior to breeding year  
Publication Date      February 1, of breeding year