

# EQUESTRIAN VAULTING

Official Publication of the American Vaulting Association



DANIEL KAISER

## MAGAZINE ADVERTISING POLICIES, RATES & SPECIFICATIONS

Advertiser/Business Name

Address

City State ZIP

Phone FAX

Email

Contact Person

Date

**QUESTIONS? EMAIL: [EVM\\_AD@AMERICANVAULTIG.ORG](mailto:EVM_AD@AMERICANVAULTIG.ORG)**

SPRING ISSUE	SUMMER ISSUE	FALL/WINTER ISSUE
Publication Date	Publication Date	Publication Date
3/1/19	8/1/19	12/15/19
Reservations Due	Reservations Due	Reservations Due
1/14/19	6/15/19	10/22/19
Ad File Due	Ad File Due	Ad File Due
1/21/19	7/1/19	11/1/19

## ADVERTISING FILE SPECIFICATIONS

- Ads must be high-resolution PDF files.
- We recommend 300 dpi for photographs and 1200 dpi for bitmaps. All fonts must be outlined.
- Set trapping on native files to ensure knockouts and overprints print correctly. Do not include crop marks.
- Use CMYK only. No spot colors. Convert all RGB files to CMYK prior to submission. SWOP standards apply, and maximum ink density should not exceed 300.
- Rich blacks should be built as: 60C, 40M, 40Y, 100K.
- If ad submitted is not to size or specifications, client will be responsible for correcting. In the event that the client cannot, we will correct the ad to the best of our ability with the resources at hand. Ad correction may be subject to a \$75 design charge.
- For questions about ad production, email Hart Palmer, [hpalmer@mebtel.net](mailto:hpalmer@mebtel.net)

## AD SIZES & PRICING PER ISSUE

Indicate desired size and frequency

### 1/8 PAGE (3.625" x 2.312")

One issue .....\$75  
Two issues.....\$65  
Three issues.....\$60

### 1/4 PAGE (3.625" x 4.875")

One issue .....\$125  
Two issues.....\$115  
Three issues.....\$110

### 1/2 PAGE (7.5" x 4.875")

One issue .....\$225  
Two issues.....\$210  
Three issues.....\$195

### FULL (7.5" x 10")

**FULL BLEED (8.75" x 11.25")**  
*includes .125" bleed on all sides*  
One issue .....\$425  
Two issues.....\$400  
Three issues.....\$375

### INSIDE FRONT COVER

### INSIDE BACK COVER

One issue .....\$600  
Two issues.....\$550  
Three issues.....\$500

### BACK COVER (8.75" x 8.25")

*includes .125" bleed on all sides*  
One issue .....\$500  
Two issues.....\$450  
Three issues.....\$400

*Prepayment required for new advertisers.*

*Congratulatory or good luck ads from clubs: 10% discount*

## PAYMENT INFORMATION

SEND CHECK PAYABLE TO American Vaulting Association  
AVA National Office  
Attention: Craig Coburn  
1443 E. Washington Blvd #289  
Pasadena, CA 91104

Paying by credit card?  
An invoice will be sent by mail.