

THE SPORTHORSE STALLION DIRECTORY

2012-2013 Advertising Insertion Order

Advertising Order

Premium Placement Ad Packages

(one of each available per year; call to check availability)

- Front Cover Package (includes 2 inside pages) \$3980
- Back Cover Package (includes 2 inside pages) \$3140

Outside cover advertisers may request additional pages at 20% off

- Additional pages at 20% discount
list: _____

- Inside Front Cover Package \$1089
- Inside Back Cover Package \$1089

Inside cover advertisers may request additional pages at 20% off

- Additional pages at 20% discount
list: _____

Display & Stallion Profile Page Combination

- Full page Display ad plus Stallion Profile page \$1298
- Custom combinations are possible; please call for a quote.

Display Ad Pages

- Full page \$869
- 2 or more Display Ad pages, each \$695
- 4 or more Display Ad pages, each \$652
- Half page \$605
- Quarter page \$435

Stallion Profile Pages

- 1-2 pages, each \$605
- 3 or more pages, each \$514

Total Cost

Payment (must accompany ad)

Credit Card

- Visa Mastercard Discover
- Cardholder Name _____
- Card Number _____
- Expiration Date _____ Security Code (on back) _____
- Billing address _____
- City _____ State _____ Zip _____

Check

Make check payable to **A. G. Enterprises**
Send to Anna Goebel/The Sporthorse Stallion Directory
4826 South Hill Dr., Madison WI 53705

Today's date: _____

Contact Information

- New Advertiser or Past Advertiser
- Company _____
- Contact Name _____
- Ad Name _____
- Address _____
- City _____ State _____ Zip _____
- Phone _____
- Cell _____
- Fax _____
- Email _____
- Website _____

I have read and agree to the Sporthorse Stallion Directory Terms & Conditions (required), see page 2.

Signature _____

Deadlines

Please return this Insertion Order by October 3, 2012.

Stallion Profile pages: materials (photos and text) due by October 3. Submit through www.TheSporthorse.com or call to make other arrangements.

Finished Display ads: due by October 14.

Display ad design requests: If you would like The Sporthorse Directory to design your Display ad, check here: Please get materials (photos and text) to us by October 3. We will contact you to discuss your design preferences.

We are often able to accept ads after the listed deadline, but you take your chances with space availability and placement.

Attending an Event? Take SHD!

Are you hosting or attending a sporthorse event such as a breed show or registry inspection? How many copies of The Sporthorse Stallion Directory would you like to take to the event and make them available FREE to participants? _____

Name of Event _____

Ship-to Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Event site Farm Residence/Home address

Please submit Insertion Order by October 3, 2012. Must include payment.

The Sporthorse Stallion Directory • 608-232-2922 • anna@thesporthorse.com
Fax to 888-750-1106 or mail to The Sporthorse Stallion Directory, 4826 South Hill Dr., Madison, WI 53705

THE SPORTHORSE STALLION DIRECTORY

Terms & Conditions

Publisher will not be liable for any error in advertisement to a greater extent than the cost of the space occupied by the item in the advertisement.

Publisher reserves the right to reject any copy deemed inappropriate for this publication.

Advertiser and its agency, if there is one, each represents that it is fully authorized and licensed to use the entire contents of the material submitted for publication as an advertisement in The Sporthorse Stallion Directory including (1) the names, portraits and/or photographs of persons and/or animals, (2) any copyrighted material, (3) any testimonials, and (4) has the right to and is capable of selling or providing the product or service advertised at the price advertised.

Advertiser and its agency shall be jointly responsible for all content of advertisement including text, illustrations, trademarks, and any other matter, and shall defend, indemnify and hold publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement and any other claim or suit that may arise out of the publication of such advertisements.

Advertiser agrees to pay for advertising in advance of publication unless other payment arrangements have been made and are contracted on insertion order.

Advertiser agrees to be responsible for awareness of publication deadlines and agrees to submit ad materials or finished ad(s) by the published submission deadline. Advertiser agrees to pay for contracted ad(s) even if ad does not run due to failure by Advertiser to meet submission deadline.

Past due accounts are subject to late fees of \$25 per month.

In the event of non-payment, publisher shall have the right to hold advertiser and/or its advertising agency jointly liable for such monies as are due and payable to publisher.

Payment by advertiser to its advertising agency will not constitute payment to publisher unless payment is actually received by the publisher.

No discounts allowed after due date.

Advertiser and agency are presumed to have read this contract and agreed to its terms and conditions without further notice.

A. G. Enterprises, 4826 South Hill Drive, Madison, WI 53705