

Kentucky Thoroughbred Farm Managers' Club

2017 Membership Directory Contract

AD SPACE CONTRACT DEADLINE: 10/14/16

Ad space will no longer be reserved without signed contract.

Choose One: (For 2017 pricing includes ad display in the website and app)

FULL PAGE

- Black & White \$850
- Four Color \$1250

HALF PAGE

- Black & White \$500
- Four Color \$900

Choose One:

- Use last years ad: (2016) No Changes
- Use last years ad: (2016) With Changes - supplying copies of ad with changes to be made at \$50/hour charge - 1 hour minimum
- New ad will be supplied

**** Preferred positions available upon request****

\$500.00 premium for all covers; \$250 premium for the first 10 full-page ads in the book.

Same preferred position as 2016

Placement Description: _____

Please check availability of preferred positions for 2017

Conditions of Publication & Mechanical Requirements on page two (2) of contract

The undersigned states that he/she has read the Conditions of Publication and understands that he/she are an express part of this contract.

Name of Advertiser: _____

(As to appear in alphabetical and categorical listing)

Preferred Category (i.e Farm Equipment/Insurance): _____

(Cannot guarantee category but will attempt for closest match to request.)

Agency: _____

Contact Name: _____

Telephone: _____

Email: _____

Billing Address: _____

Authorized Signature: _____

Date: _____

To reserve space, please complete this form by 10/14/16 and return to:

KTFMC c/o 2017 Directory, 1005 Richmond Road, Lexington, KY 40502

or Fax to: (502) 867-1723

For Official Use Only:

Page #

Special Requirements:

Payment Rcv'd

Kentucky Thoroughbred Farm Managers' Club

2017 Membership Directory Contract - Page 2

AD DEADLINE: 11/18/2016

Conditions of Publication

All advertisements are subject to the approval of the KTFMC and may be rejected without notice and for any reason. Commissions are allowed, based on 10% of the total space and color charges only, to recognized advertising agencies which supply digital materials, a proof, and accept responsibility for payment on behalf of their clients. If an account is not paid within 60 days from the date of the original statement, the commission is forfeited, and the KTFMC reserves the right to bill the client directly. The authorized signature agrees to pay any and all fees relating to the collection of its account balance, including but not limited to attorney fees and court costs should the account go unpaid for a period of six months or more.

The KTFMC shall be subject to no liability for failure to publish or circulate due to accidents, fires, work stoppages, acts of God, or other circumstances beyond the control of the KTFMC.

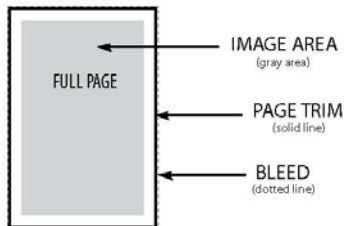
All advertising claims or assertions must be supported by documentary evidence, and if put into question by the KTFMC, the burden of proof rests with the advertisers and/or agency. All advertising is accepted only upon representation that the advertiser and/or agency is authorized to publish the entire content of the advertisement, and that the advertiser has the right to, and is capable of, selling or providing the product or service advertised. The advertiser and/or agency will indemnify and hold the KTFMC harmless from and against loss, liability and expense, including attorney fees, incurred by reason of any claim that may arise from the publication of such advertisement. The word "advertisement" will be placed above or below any copy which, in the opinion of the KTFMC, resembles editorial content. Advertisers are responsible for those charges incurred in the production of their advertisements such as purchase of photographs, purchase of proofs, design, copywriting, digital work, changes on supplied files, changes on supplied art to convert to digital files, and changes on furnished digital files required to meet mechanical requirements.

Mechanical Requirements

Ad Sizes

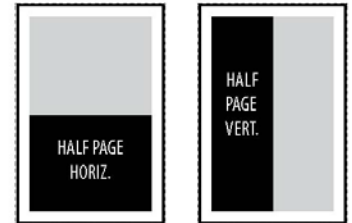
Full Page

Trim Size 6 x 9
Bleed Size 6.25 x 9.25
Image Area* 5 x 8



Half Page

Horizontal 5 x 3.8125
Vertical 2.3975 x 7.7125



***This is a spiral bound directory, copy and important information should not exceed the live image area.**

****Please do not include bleed marks or color bars in ads. Included crop marks should be .125" from ad trim.**

Acceptable formats

• Hi-Res PDF (preferred format)

Please supply as a hi-resolution, press quality PDF with fonts embedded. Convert colors to CMYK or grayscale as appropriate. *RGB color space is not acceptable.*

• JPEG or TIFF

All files should be a minimum of 300dpi at actual size. Convert colors to CMYK or grayscale as appropriate. *RGB color space is not acceptable.*

Computer charges will incurred if files are supplied as RGB.

Colors

Black and White ads: Please supply in grayscale

Four Color ads: Please supply in CMYK

Send ads to

Files no larger than 20MB can be emailed to:

ads@ktfmc.org

For large files: *Mail CD/DVD to:*

KTFMC
c/o 2017 Directory
1005 Richmond Road
Lexington, KY 40502

Or contact:

Kim Ramsey
859-948-7321
info@ktfmc.org