

DESTINATION EQUITATION 2011

September 24th to October 2nd

EVENT PROGRAM GUIDE



Advertise your businesses to a targeted group of visitors and equine enthusiasts. The Destination Equitation 2011 Event Program Guide is a digest-sized, glossy publication that will be distributed at all event locations and venues during the 9-day equine event, in over 40 regional tourism brochure distribution boxes, and will be the keepsake program for this provincially recognized event. This year, based on industry demand, we will be including an industry directory at the back of the Guide for interested advertisers.

ADVERTISING DIMENSIONS	SIZE Width x Height	AD PRICING
Full Page	5" w x 7" h plus bleed (1/8")	\$1,000
Half Page	5" w x 3.4" h plus bleed (1/8")	\$500
Quarter Page	2.15" w x 3.15" h - no bleed	\$250

TECHNICAL SPECIFICATIONS

Accepted File Formats

Press-ready, high-resolution Acrobat pdf (300 dpi, CMYK, fonts embedded), InDesign CS2, Illustrator CS2, Photoshop CS2, Quark Xpress 6.5. Ensure that fonts are embedded or included, or converted to outline. Supply all support files (such as logos, photos).

Image File Formats and Settings

Supply CMYK images as tiff, eps or high res jpegs; black and white as tiff. CMYK and grayscale images require a resolution of 300 dpi at 100% final size; bitmap images require a resolution of 900 dpi at 100% final size. RGB and other colour formats will be converted to CMYK, and therefore colour accuracy cannot be guaranteed. Photoshop CMYK colour settings for sheetfed coated stock.

Submitting Artwork

DVDs & CDs

- Mail to: The Hills of Headwaters Tourism Association, PO Box 295, Orangeville, Ontario L9W 2Z7
- Courier or deliver to: The Hills of Headwaters Tourism Association, 200 Lakeview Court, Orangeville, Ontario L9W 4P6

Email (under 10mb)

- artwork@thehillsofheadwaters.com

FTP upload

- [ftp.thehillsofheadwaters.net](ftp://thehillsofheadwaters.net)
- Username: artwork@thehillsofheadwaters.net
- Password: HofHtourism

1/2 Page
Horizontal
(full bleed)

1/4 Page
Horizontal
(no bleed)

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