

AD BOOK AND CLASS SPONSOR INFORMATION

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| AD COSTS & SIZES: | \$250.00 = Inside Cover |
| | \$100.00 = Full Page (8.5 in x 11 in) |
| | \$60.00 = Half Page (4.25 in x 5.50 in) |
| | \$30.00 = 1/6th page (2.75 in x 3.5 in) |
| | \$10.00 = 1/10th Page (Business card size) |
| | \$10.00 = Page Sponsor |

CRITERIA

1. Please complete an "Ad Purchase Record" on every ad submitted.
2. Paper clip the money and the ad directly to the Ad Purchase Record.
3. **Only typeset ads will be accepted. Ads that are hand drawn or written on scrap paper or napkins will not be accepted.**
4. **Ads/money must be turned in by May 1st of the current year** to count towards High Sales Awards. Ads submitted after this date do not count for the contest and will be accepted only if it is before the printer's cutoff date. *Checks should be made payable to SCC Horse Leaders' Association.*
5. **Class Sponsorship money must be turned in by May 1st – to Nikki Scott** (Great Expectations). *Checks should be made payable to SCC Horse Leaders' Association.*

BLUE LIGHT SPECIAL: Each club may purchase a "Club Ad" which lists their members & leaders. This half page ad is available (one per club) for \$30.00 Club ads DO NOT count towards member's sponsorships.

PRIZES: Prizes will be awarded to the top sellers for ads/class sponsorships sold (excluding "Blue Light" club ad).

- WINNERS WILL BE DETERMINED AS OF MAY 1st.
- ANY ADS TURNED IN PAST MAY 1st WILL NOT COUNT TOWARDS HIGH SALES AWARDS.

AWARDS

- 1st Place is \$100.00
- 2nd Place is \$50.00
- 3rd Place is \$25.00

\$25.00 charge for NSF Checks