

Amenities for Advertisers

For each Full Page advertisement:

20 Admission tickets for each
Grand Prix May 16 and May 23

For each Half Page advertisement:

10 Admission tickets for each
Grand Prix May 16 and May 23

For each Quarter Page advertisement:

5 Admission tickets for each
Grand Prix May 16 and May 23

All advertisers with internet presence can request a 4 month courtesy link on our website and will receive a listing on Electronic Scoreboard throughout two week event.



Old Salem Farm Spring Horse Shows 2021

May 9th Welcome Day
May 11-16 and May 18-23
Advertising Rates



Photo's by The Book LLC.

Advertising Rates: Horse Show Prize List

Digital and Print

| Size | Black & White | Four Color |
|--------------|---------------|------------|
| Full page | \$850 | \$1,375 |
| Half Page | \$500 | \$750 |
| Quarter Page | \$300 | \$425 |

Covers & Premium Positions

| | |
|----------------------|----------------------|
| Inside Covers | Outside Back Cover |
| \$2,500 (four color) | \$3,500 (four color) |

SPECIFICATIONS Advertising Dimensions

| Ad Sizes | Width" | x | Height" |
|--------------|--------|---|---------|
| Trim Size | 8.5 | x | 11 |
| Full Page | 7.5 | x | 10 |
| Half Page | 7.5 | x | 4.75 |
| Quarter Page | 3.5 | x | 4.75 |

Repeat last year advertisement:

Copy of advertisement must accompany request.

Digital Pre-Press Requirements:

Press Quality PDF file (fonts & images embedded). Indicate advertiser name, ad size, contact information and color (black & white or four color) in email correspondence.

For Black & White ads:

Camera-ready line art ads will be accepted. Any revisions will be charged a \$25.00 minimum fee. Other pre-press fees may apply. You will be quoted on an individual basis after evaluation.

Email ad artwork to:

Pat@tfgny.com
The Foley Group
1661 Front Street
Suite #3
Yorktown Heights, NY 10598
(914) 245-3625

Deadlines

Space Reservation: February 1, 2021

Materials Due: February 15, 2021

Publication Date: March 15, 2021

Terms and Conditions of Advertising

All rates are based on press-ready advertisements. Production charges for type, proofs, scans, etc. will be billed to advertiser.

All ads must be paid in full, including production charges. Please make checks payable to: Old Salem Farm.

If for any reason an account must be invoiced please refer to the following:

- Any account outstanding more than 30 days for the delivery date of the publication will be subject to a 1-1/2% per month service charge.
- No advertisement materials will be returned until space invoice is paid in full.
- In the event of non-payment, all legal fees and collection costs are the responsibility of the advertiser.

Advertisements are accepted upon the representation that the advertiser has the right to publish the contents thereof. In consideration of such publication, advertiser agrees to indemnify and hold Old Salem Farm Spring Horse Show and Old Salem Acquisition Corp. harmless against any expense or loss by reason of any claims arising out of publication.

No cancellations of space reservations will be permitted after the closing dates.

Old Salem Farm Spring Horse Shows reserves the right to reject any advertisement that is not in keeping with the publications standard. All orders are accepted on the terms and conditions outlined above. Prize List/Program will be digital on our website and in print.

For more information,
contact Lori Johnsen at
johnsenl@oldsalemfarm.net

Overview of Event

The Old Salem Farm Spring Horse Shows 2021 will return this May, celebrating over 30 years of exciting equestrian competition. This prestigious two week event takes place May 11-16 and May 18-23 at one of the world's premier equestrian competition facilities. Old Salem Farm is located in beautiful North Salem, New York.

May 9rd will feature Welcome Day. Local competitors will enjoy a day to compete at this premium equestrian sporting event to prepare for the two weeks that follow.

Top horses and riders will compete for over \$500,000 in prizes, featuring Olympic caliber Grand Prix show jumping each Friday and Sunday. Other event highlights will be the \$35,700 Jumper Stake, the \$15,000 USHJA Hunter Derby, the \$15,000 Jr/AO Jumper Classic, the Governor's Cup! Other spectator favorites will also return: the \$5,000 Annual Groom's Class and each Sunday, the ever popular Leadline Class!

As an advertiser in the HORSE SHOW PRIZE LIST, you will reach a very broad audience both locally and throughout the country. The Horse Show Prize List will be distributed at other horse show venues, local retailers and restaurants, event admission gate and through our website. As an advertiser, you are invited to the many extra activities we enjoy at this event: the Exhibitor Party Friday evening, the Saturday Ice Cream Party and complimentary admission tickets to share with friends and family.

Please join us this year, and enjoy this exciting horse show event! Sponsorship opportunities are available to showcase your product or services throughout the two week event. We will happily meet with you to customize a sponsor package to meet your needs.

Boutique vendor space is also available, please visit our website for more information.

www.oldsalemfarm.net