

Michigan Quarter Horse Journal Advertising Contract

This agreement is made this _____ day of _____, 20_____, by and between the Michigan Quarter Horse Association and the undersigned. In consideration of the mutual covenants contained herein, the parties agree that:

1. **TERM.** The term of this contract shall be for one year from the above date for 6 issues.
2. **CONTRACT RATES.** The Michigan Quarter Horse Journal agrees to grant contract advertisers a discount on advertising. Contract Rates are for all 6 issues.
3. **RATES.** The Michigan Quarter Horse Journal agrees to reserve display advertising space per issue for the term of this contract for the selected amount of (Please Circle):

INTERIOR COLOR ADS

<u>Ad Size</u>	<u>One Time</u>	<u>6X Contract</u>
Full Page	\$250	\$225
Half Page	\$150	\$125
Quarter Page	\$100	\$80

Interior Black and White Ads

<u>Ad Size</u>	<u>One Time</u>	<u>6X Contract</u>
Full Page	\$150	\$125
Half Page	\$100	\$80
Quarter Page	\$75	\$60
Business Directory	N/A	\$200

(includes an ad on the MQHA website.)

4. General Provisions.

The following provisions will guide the contract through its term, stated above. Please refer to the current Michigan Quarter Horse Journal rate as a reference to other provisions covering copy deadlines and payment schedule.

- A. The rates specified in this contract are for the advertisers own business and do not apply to civic, community or political use.
- B. The Michigan Quarter Horse Journal reserves the right to adjust its advertising rate at any time upon 30 days notice to the advertiser. If any such revision is not acceptable to the contract advertiser, advertiser may cancel such contract at any time prior to the expiration of said 30 days of written notice.
- C. In the event of non-fulfillment of the terms and conditions of the contract, the advertiser agrees to pay for all advertising space used at a full non-discounted rate from last anniversary to date.
- D. It is agreed and understood that each and every display advertisement must be furnished by advertiser. Professional design services are available FREE.
- E. Invoices for current month advertising are due and payable to the Michigan Quarter Horse Journal.

PAGE SIZES (width x height in inches)

Full Page	8.125" width x 10.625" height.
<i>(Please include a minimum .125" bleed and .25" safety.)</i>	
Half Page	7.125" width x 4.625" height
Quarter Page	3.475" x 4.675" height
Business Directory	3.5" width x 2" height

AD REQUIREMENTS

Camera-ready (PDF) are preferred. Programs accepted are QuarkXpress, Adobe Illustrator, Adobe Photoshop and Adobe Acrobat PDF files. Please include linked artwork and fonts when sending native files. Photos should be 300 dpi at print size, and line art should be 600 dpi at print size. Files can be emailed to mqhj@jabaridesign.com or sent on CD or DVD to Jabari Design LLC, 4620 48th Street, Holland, MI 49423. Camera Ready ads WILL NOT BE PROOFED. Neither The Michigan Quarter Horse Journal nor Jabari Design LLC will be held responsible for the accuracy, quality or color of Camera Ready ads. Word, Microsoft Publisher, Adobe InDesign and files from any other program that is not listed above will not be accepted. Please save ads created in these programs as Acrobat PDFs to submit. FREE professional design services are available. Call Jabari Design at 616-403-1089 or email mqhj@jabaridesign.com for assistance with your design or with any questions.

AD DEADLINES:

January/February	Annual Awards Issue	December 1
March/April	Blue Book Issue	March 1
May/June	Futurity Information Issue	April 10
July/August	Youth Issue	June 10
Sept/Oct	Futurity Issue	August 10
Nov/Dec	Stallion Issue (SSS Catalog)	Nov 1 (issue mailed Dec. 1)

Business Name: _____

Signature of Authorized Agent _____ Date _____

Address _____

Telephone Number: _____

Email (for ad proofing purposes): _____