



2022 OFFICIAL RACE PROGRAM ADVERTISING AGREEMENT



Take out an ad and feel good at the same time!

Dear Queen's Cup Race Program advertiser,

It's official! The Queen's Cup returns from two years in COVID slumber and we're going BIG as we celebrate our 25th Anniversary **Saturday, April 30, 2022** all in front of a full audience. We invite you to consider advertising in our Official Race Program of the Queen's Cup Steeplechase. This premiere social and sporting event attracting over 14,000 patrons providing a diverse but strong demographics any business would want to reach. If you don't have a business consider making a "pronouncement" of a wedding, a birthday or an anniversary. By advertising in our Race Program you also help our partner charity, the Alzheimer's Association, which receive 100% of the proceeds from advertising sales

The deadline for receiving this agreement, payment and artwork is 5 pm, April 1, 2022.

Please indicate preferred ad size • All rates net • Races run rain or shine • No refunds • See reverse for artwork specifications

<input type="checkbox"/>	Color Inside Race Cover Race Program SOLD OUT	\$6,500	3.5" wide x 8.25" deep + bleed
<input type="checkbox"/>	B&W Full Page	300	3.5" wide x 8.25" deep, no bleed
<input type="checkbox"/>	B&W Half Page	175	3.5" wide by 4" deep, no bleed
<input type="checkbox"/>	B&W Business Card Size	125	3.5" wide x 2" deep, no bleed

I will send new artwork to the printer by **5 pm, April 1, 2022**

Contact Name: _____ Phone Number: _____

Company Name (if applicable): _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Payment Method: Check enclosed (payable to Charlotte Steeplechase Foundation, Inc.)
 VISA, MasterCard, Discover & AMEX

Name on Credit Card: _____ Authorized Signature: _____

Billing Address of Credit Card: _____

Card Number _____ Expiration Date _____ / _____ month/year _____ Sec. Code _____

The Advertiser hereby authorizes the Charlotte Steeplechase Foundation, Inc. (CSF) to publish an advertisement in the Official Race Program and agree to the rate as specified within. Advertising material is subject to acceptance by CSF. CSA will not be responsible for any typographical or publication errors nor is the advertisement subject to refunds or review prior to print. Please note: CSF will not provide proofs to advertisers.

Send Ad agreement with Check or Credit Card to:
Charlotte Steeplechase Foundation, Inc.
PO Box 70 (6103 Waxhaw Highway)
Mineral Springs, NC 28108-0070

Phone: (704) 843-7070
e.mail: kate@queenscup.org
website: www.queenscup.org

ADVERTISING ARTWORK SPECIFICATIONS

Send Ads and electronic files to:

ProPrinters c/o Beth Ford

Phone: 803-243-0962

Email: BFord@proprinters.com

Please put "Queen's Cup" in subject line of artwork sent by email.

Important Information

- Please send camera-ready or digital art with correct dimensions to Midlands Printing, Inc. by **5 pm, April 1, 2022**. CSF reserves the right to edit and size ad space when necessary. Photocopies, raised print on business cards or poor quality laser prints are not camera ready.

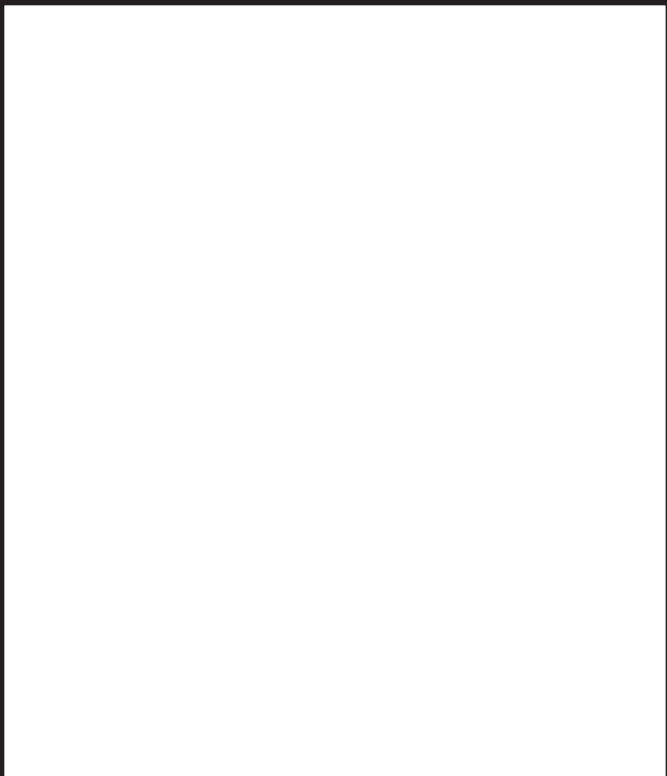
- If you do not have camera-ready art, Midlands Printing will be pleased to provide you with a quote.

Digital Artwork


Line screen: 150 • DPI Resolution 250-300 • Black and white ads sent in PDF format should be sent in grayscale with embedded fonts • Four-color ads should be separated as CMYK • High-resolution scans should be TIFF files • Provide all printer and screen fonts • Provide original artwork and a hard copy of ad for reference.

Software Capabilities

QuarkXpress 6.1 • Freehand 10 • Illustrator CS • Photoshop CS • InDesign CS • Hi-Rez PDF files



Full Page B&W Ad: \$300
8.25" x 3.5", no bleed



Business Card B&W Ad: \$125
3.5" x 2", no bleed



Half Page B&W Ad: \$175
3.5" x 4", no bleed