



# Advertising Agreement

**This agreement is between Equine Show Programs, it's associates and related business and**

BUSINESS NAME: ..... DATE .....

AUTHORISED BY: ..... SIGNATURE .....

ADDRESS: .....

PHONE: ..... FAX: ..... MOB:.....

EMAIL: .....

## Helping The Recreational Equine Industry On It's Feet

THIS AGREEMENT IS FOR ADVERTISING SPACE IN THE EQUINE SHOW PROGRAMS MAGAZINE. THE AGREED ADVERTISING IS FOR ..... SPACE/S AT A COST INC GST OF \$..... PER SPACE WITH A TOTAL AMOUNT PAYABLE OF \$..... PAYMENT OF THE BEFOREMENTIONED ADVERTISING IS TO BE PAID AS FOLLOWS:-

*5 0% (DEPOSIT) ON BOOKING OR WITHIN 2 DAYS OF THIS AGREEMENT.*

*50% BEING THE BALANCE AFTER BOOKING WITHIN 7 DAYS OF FINAL PROOF*

**PAYMENTS CAN BE MADE BY CHEQUE, CASH OR DIRECT DEPOSIT.**

**ACCOUNT DETAILS WILL BE SUPPLIED ON REQUEST.**

AUTHORIED BY ..... ESP REP .....

DATE: ..... DATE: .....

### **Guidelines for ad submission..**

Acceptable Formats: PDFs, High Resolution jpegs, eps and tiff

**Proofing..** INITIAL proofs will be sent to all advertisers who have submitted COMPLETE MATERIAL FOR ADS ( this includes all changes, photos and layout descriptions) by the agreed deadline. Ads incomplete and or past the time of deadline will cause delays. Review time will be shorter to make changes. All corrections to proofs need to be emailed prior to cut off time to be agreed. Your **Final Proof** is for your records only and no further changes will be allowed at this time.

### **PROOF ACCEPTANCE**

*All proofs will be faxed or emailed prior to printing(unless otherwise agreed). It is the responsibility of the advertiser to ensure all proofs are returned prior to deadline. If a proof is not returned by deadline it is our understanding that the ad be considered approved and will be run and printed as it is.*

**Your Support is appreciated**