



2011 ANNUAL BREEDERS' GUIDE AND STALLION DIRECTORY

ADVERTISING AGREEMENT

**Advertising AGREEMENT and PAYMENT due October 1, 2010.
AD MATERIALS due October 15, 2010.**

Advertiser: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Advertising Agency of Record: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

AGREEMENT

Advertising agreement between the American Hanoverian Society (AHS), hereinafter called the Publisher, and (Company and contact name) _____, hereinafter called the Advertiser or Agency, do hereby contract and agree to a _____ size ad at the cost of _____ to appear in the American Hanoverian Society's *2011 Annual Breeders' Guide and Stallion Directory*.

PAYMENT: Terms and Discounts

All AHS members who have submitted their 2011 stallion dues receive a standard black and white page reserved for their stallion(s), submit this form **only** if you wish to purchase **additional** four-color or black and white advertising in the *2011 Annual Breeder's Guide and Stallion Directory*.

A 10% discount is applied to prepaid advertisements of the same size placed in the *2011 Annual Breeders' Guide and Stallion Directory* and in all four 2011 issues of the AHS magazine beginning with the upcoming spring issue. **No agency discount is offered.** Checks payable to the American Hanoverian Society must accompany this agreement. This agreement must accompany any insertion order. Advertising materials which are not paid for in advance will not be published. Any alterations necessary to make submitted materials camera-ready for the format stated on the ADVERTISING RATE AND SPECIFICATIONS SHEET will be billed to the advertiser by AHS.

- **Ads must be supplied camera-ready. Color ads must include a pre-press proof.** Any changes, revisions or conversions necessary to make an ad camera-ready will be billed at \$80/hour. One hour minimum. Each additional 15 minutes billed at \$20. **Advertisers must provide color key proofs for 4-color ads or they will be created by the printer, and advertiser will be billed \$45/page.**

By signing below I agree that I have read, understood, and concur with the terms of this agreement and those described in the ADVERTISING RATE AND SPECIFICATIONS SHEET.

Advertiser/Agency Signature

Date

PLEASE NOTE: ALL ADS MUST BE PREPAID WITH AD AGREEMENT!!

Mail Advertising Agreement and Materials to:

Sandra Werkheiser, AHS Publications Editor ▪ 3588 Belfry Road ▪ Northampton, PA 18067
Phone: (610) 261-0345 ▪ Fax: (610) 261-0337 ▪ E-mail: sandy@thedesignwerks.com