

2nd Annual Day of the African Equestrian (DOTAE) Souvenir Program Advertising Guidelines



Abdelkebir Ouaddar (Morocco) riding Quickly de Kreisker at the 2016 Summer Olympic Games
By Tasnim News Agency, CC BY 4.0, <https://commons.wikimedia.org/w/index.php?curid=50746421>

The official DOTAE 2019 program is distributed free of charge to all attendees. Copies will also be made available via tack and feed shops, recognized hunt clubs and cultural institutions throughout the Carolina Foothills region - from Tuesday, October 15, 2019.

The program includes the event schedule as well as articles and features, picture collages from the previous year, and advertisements.

Sponsors receive ad placement(s) in the program.

The 2nd Annual Day of the African Equestrian is hosted by The AFRICAN CONNECTIONS Research and Education Fund, Inc. (ACREF), a 501(c)(3) not-for profit organization, in association with SportsQuest International, LLC.

Deadlines

- Confirmation of sponsorship / ad placement - **Wednesday, October 2, 2019**
- Ad materials due - **Friday, October 11, 2019**

Ad Size	Width	Height
Full Page (trim size)	8.5"	11.0"
1/2 page horizontal	7.5"	4.875"
1/2 page vertical	4.875"	7.5"
1/4 page vertical	3.625"	4.875"

Mechanical Requirements:

Trim Size
8.5" x 11"

Bleeds:

There are no additional charges for a full page bleed. Please build page to trim and extend any bleed 1/8" beyond the edge of trim size. Please remember to consider bleeds when creating your PDF file

Notes:

Always remember to make and safely store back-up copies of your files.

Please submit a press quality PDF file of your ad by email to:
marketing@SportsQuestInternational.com.

Please be sure to include all fonts and high resolution images at a minimum of 300 dpi. All full color images must be high resolution CMYK images. Adobe Illustrator EPS files must have all linked images included on disk and fonts must be converted to outlines. Detailed guidelines can be sent upon request for both PDF and Native File creation.

If there are any complications with your ad requiring production work, you will be responsible for an additional fee of \$150.00.

Contract Proof:

Ideally, [SWOP](#) certified proofs with color bars should be provided for all ads. Ads should be emailed (by regular email under 25MB), or sent using Google Drive or Dropbox. Send to marketing@SportsQuestInternational.com. Ads will be preflighted in-house before being sent to the printer to catch any problems ahead of time. If there are any issues, please contact marketing@SportsQuestInternational.com to receive ftp instructions directly to SportsQuest International, LLC.

Ad Creation and Preflighting:

It is important to make sure that everything is correct in the native application file (page layout file) before proceeding to make a pdf file. When using layout programs that do not incorporate a pre-flight function, we recommend using one of the popular preflight programs such as FlightCheck or Preflight Pro.

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