



2010 OFFICIAL RACE PROGRAM ADVERTISING AGREEMENT



Dear Queen's Cup program advertiser,

Imagine placing your company's message before more than 15,000+ upscale steeplechase race fans. On Saturday, April 24, 2010, you too can be part of this feel good event as the Charlotte Steeplechase Association will be hosting and celebrating the 15th running of the Queen's Cup Steeplechase. Held at the permanently conserved Brooklandwoodsm racecourse in historic Mineral Springs, steeplechasing's top thoroughbreds and jockeys will compete in five thrilling races. Spectators also can enjoy a variety of family events, including a hat and tailgate contests, Jack Russell Terrier races and children's activities.

Advertisers and race sponsors have learned from experience that the 'Chase is the perfect setting to socialize, entertain and support a wonderful community event while promoting their company. Complimentary Race Programs are distributed to every vehicle and sponsor tent, thereby increasing your reach to racegoers, sponsors, volunteers and others on race day.

Proceeds from advertising sales benefit the Charlotte Steeplechase Association, a 501(c)3 non-profit organization, and its charitable partner, Make-A-Wish. Thank you in advance for your commitment to our event and your community.

The deadline for receiving this agreement, payment and artwork is April 5, 2010.

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	\$5,000	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

Please use last year's art with no changes

I will send new artwork to the printer by April 5

Contact Name: _____ Phone Number: _____

Company Name (if applicable): _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Payment Method: Check enclosed (payable to **Charlotte Steeplechase Assoc., Inc.**)
 VISA or MasterCard

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 Association, Inc. (CSA) to publish an advertisement in the Official Race Program and agree to the rate as specified within. Advertising material is subject to acceptance by CSA. 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: CSA will not provide proofs to advertisers.

PLEASE SUPPORT OUR RACE SPONSORS



Send Ad agreement with Check or Credit Card to:
Charlotte Steeplechase Association, Inc.
c/o Glenn K. Springer
Charlotte Steeplechase Assoc., Inc.
PO Box 70
Mineral Springs, NC 28108-0070
Phone: (704) 843-7070 ♦ Fax: (704) 843-7556
e.mail: glenn@queenscup.org ♦ www.queenscup.org

ADVERTISING ARTWORK SPECIFICATIONS

Send Ads and electronic files to:

Midlands Printing, Inc.

P.O. Box 429 ❖ 1117 Broad St.

Camden, SC 29020

Phone: 800-849-2237

Email: mid_tb@bellsouth.net

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 April 5, 2010. CSA 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.

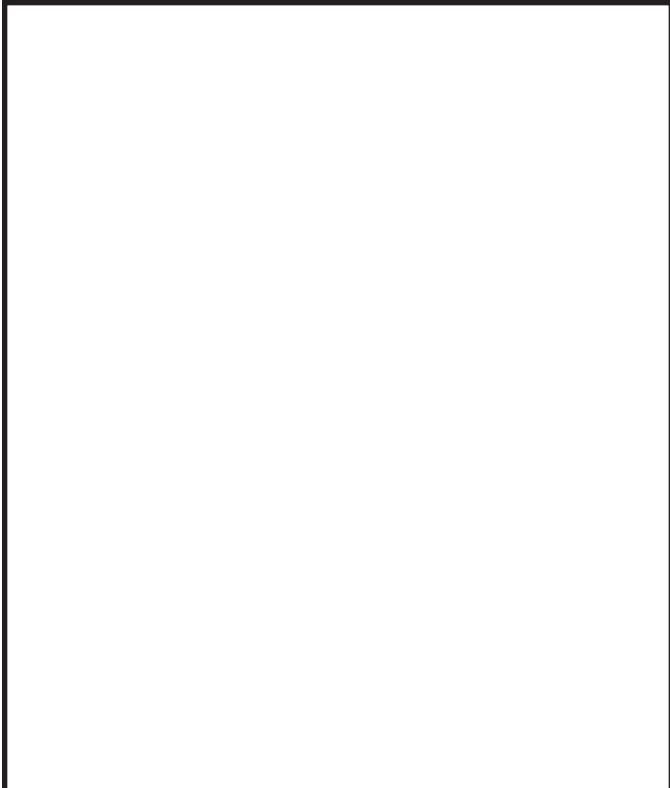
- If you do not have camera-ready art, Midlands Printing will be pleased to provide you with a quote.

Digital Artwork

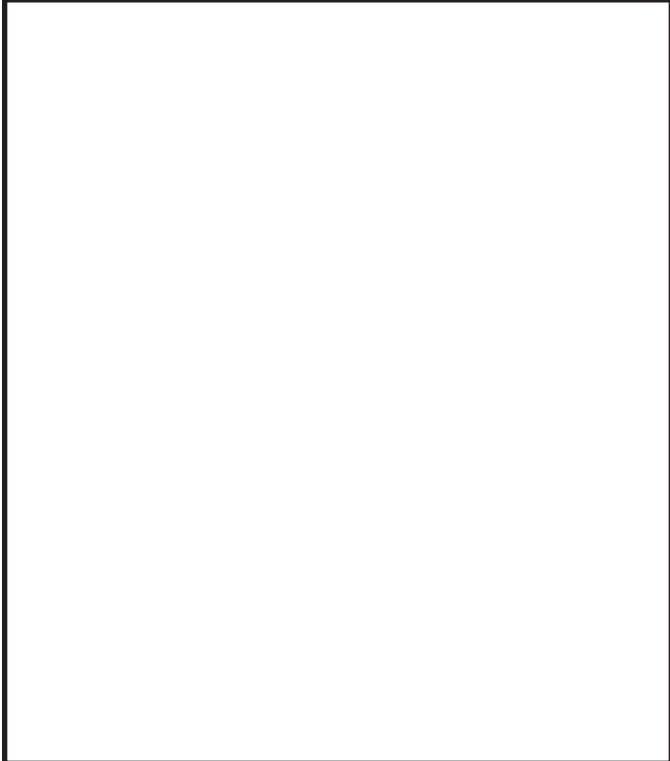
Line screen: 150 • DPI Resolution 250-300 • Black and white ads sent in PDF format should be sent in grayscale with embedded fonts • Four-color ads should be separated as CMYK • High-resolution scans should be TIFF files • Provide all printer and screen fonts • Provide original artwork and a hard copy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

Software Capabilities

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



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



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



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

