



# 2018 OFFICIAL RACE PROGRAM ADVERTISING AGREEMENT



Dear Queen's Cup program advertiser,

Imagine placing your company's message before more than 13,000+ upscale steeplechase race fans. On Saturday, April 28, 2018, you too can be part of this feel good event as the Charlotte Steeplechase Foundation will be hosting and celebrating the 23rd running of the Queen's Cup Races. Held at the permanently conserved Brooklandwood<sup>SM</sup> 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. 100% of the proceeds from advertising sales benefit the Alzheimer's Association. Thank you in advance for your commitment to our event and your community.

### The deadline for receiving this agreement, payment and artwork is April 6, 2018.

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	<b>SOLD OUT</b>	\$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 6, 2018**

Contact Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Mailing 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 \_\_\_\_\_ / \_\_\_\_\_ Sec. Code \_\_\_\_\_  
month/year

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: [liz@queenscup.org](mailto:liz@queenscup.org)  
website: [queenscup.org](http://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: [terry@midlandsprintinginc.com](mailto:terry@midlandsprintinginc.com)  
Please put "Queen's Cup" in subject line of artwork sent by email.

## Important Information

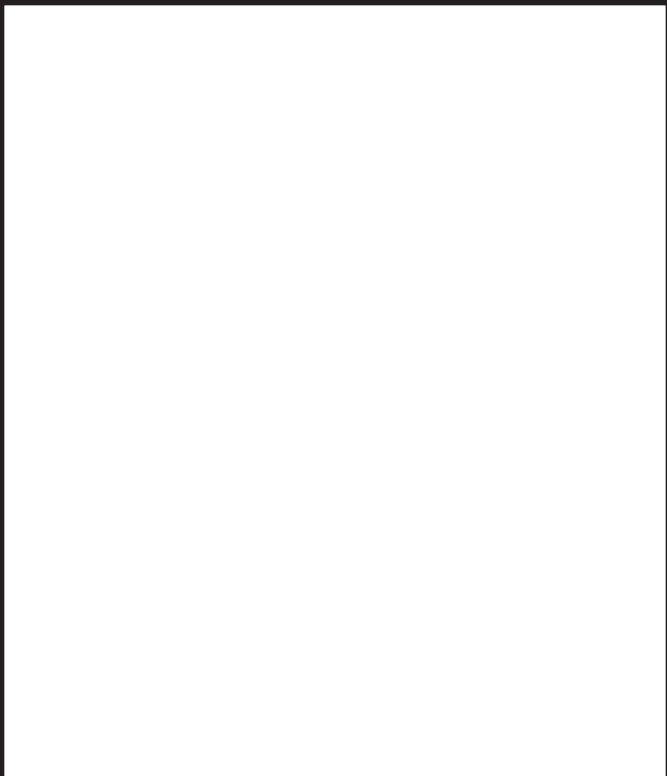
- Please send camera-ready or digital art with correct dimensions to Midlands Printing, Inc. by **April 6, 2018**. CSF reserves the right to edit and size ad space when necessary. Photocopies, raised print on business cards or poor quality laser prints are not camera ready.
- If you do not have camera-ready 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**