

PROGRAM ADVERTISING ORDER FORM
The Legacy Chase at Shawan Downs
Saturday, September 24, 2011

We hereby authorize Shawan Downs to publish an advertisement in The Legacy Chase Race Program as indicated below, and agree to pay the rate specified. Advertising material is subject to acceptance by Shawan Downs. The publisher will not be held responsible for any typographical or publication errors.

Advertiser _____ Company _____
(Please Print)
Address _____ Phone _____
_____ Email _____
Signature _____

<p style="text-align: center;">Ad Copy and Art:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Copy and art enclosed <input type="checkbox"/> Copy and art to be sent by deadline 	<p style="text-align: center;">Delivery & Deadline:</p> <p>All ads must be sent to Alison Grissinger at alison@ashton-design.com or by mail to: David Ashton & Assoc., 16 West Hamilton Street, Baltimore, MD 21201 by Friday, August 19, 2011.</p>
<p style="text-align: center;">Ad Specifications:</p> <p>All artwork must be print ready, proofread for spelling & grammatical errors, and have a resolution of at least 300 dpi (350 dpi is preferred).</p> <p>Black & White Ads: Final artwork must be flattened into a single grayscale tiff (.tif) image or a pdf (with fonts embedded, exported at press quality resolution). File is to be correct size with no bleed.</p> <p>Color Ads (inside front, inside back & back cover): Ads should be submitted as collected indesign files along with a press quality pdf.</p> <p>Microsoft Word documents will NOT be accepted</p>	<p style="text-align: center;">Price Schedule/Image Size</p> <ul style="list-style-type: none"> <input type="checkbox"/> Full Page (one color/black) \$600.00 3-3/4" wide x 7-1/4" tall <input type="checkbox"/> Half Page (one color/black) \$400.00 3-3/4" wide x 3 9/16" tall <input type="checkbox"/> Inside Front & Inside Back Cover \$1,500.00 (three colors; please call for PMS colors) 3-3/4" wide x 7-1/4" tall <input type="checkbox"/> Back Cover \$2,500.00 (three colors; please call for PMS colors) 3-3/4" wide x 7-1/4" tall <input type="checkbox"/> Ad on Map (one color/black) \$275.00* *\$175 with purchase of full-page ad 1-3/4" wide x 1-3/4" tall <input type="checkbox"/> Business Card (one color/black) \$200.00 <input type="checkbox"/> Back of Map (one color/black) \$2,500.00 11-1/4" wide x 7-1/4" tall <input type="checkbox"/> Back of Map – panel A or B \$1,125.00 (one color/black) 3-1/4" wide x 7-1/4" tall <input type="checkbox"/> Back of Map – panel C \$800.00 (one color/black) 3-1/4" wide x 7-1/4" tall
<p style="text-align: center;">Additional Instructions:</p>	<p style="text-align: center;">Payment:</p> <p>Please make all checks payable to the <i>Land Preservation Trust</i> and send to: Shawan Downs P.O. Box 433 Lutherville-Timonium, MD 21094</p>
<p style="text-align: center;">Design & Format Questions:</p> <p>Contact Alison Grissinger at 410.727.1151 or alison@ashton-design.com.</p>	<p style="text-align: center;">All Other Questions:</p> <p>Contact Michele May at 410.666.4164 or mmay@shawandowns.org.</p>

The Land Preservation Trust, Inc., doing business on behalf of Shawan Downs, gives permission to The Rotary Club of Hunt Valley to sell advertisements for The 2011 Legacy Chase official race program.