



40th Annual Iowa Horse Fair

March 21-23, 2025

Iowa State Fairgrounds Des Moines, Iowa

PROGRAM ADVERTISING

Reach Your Customers! In an effort to connect exhibitors with potential customers and maximize exposure, we are taking our event program to a whole new level with digital and print editions! A complimentary copy of the print edition will be provided to attendees, while the digital publication will be promoted to online viewers and will include links to advertiser websites. This is an outstanding and affordable way to advertise your horse-related products or services, training facility, or stallion to avid horse people. This invaluable guide contains the complete schedule of events, building maps, biographies of the presenters, vendor list, and much more! Many people keep the program as a resource after the event and now an online version will be available.

Digital Edition Add-On

Connect viewers directly to your website by linking your ad. Simply provide the full website address, beginning with https:// of the web page to which your ad should be linked.



AD DEADLINE
2/28/25

**Make checks payable to
Dahl Graphics & Printing**

QUESTIONS??
Contact Linda Dahl
Dahl Graphics & Printing
Cell: 651-353-8188
ihf-ads@dahlgraphics.com
www.dahlgraphics.com

PRINTING SPECIFICATIONS

Program Trim Size: 8.25" x 10.75"
Resolution: Color - CMYK 300 dpi; B&W 200 dpi
Formats accepted: PDF (preferred), JPEG
No bleeds

Full Page 7.25"w x 9.75"h	1/2 Page Horizontal 7.25"w x 4.75"h	1/2 Page Vertical 3.5"w x 10"h				
	<table border="1"> <tr> <td style="text-align: center;">1/4 Page 3.5"w x 4.75"h</td> <td style="text-align: center;">1/8 Page 1/8 Page</td> </tr> <tr> <td></td> <td style="text-align: center;">1/8 Page</td> </tr> </table>	1/4 Page 3.5"w x 4.75"h	1/8 Page 1/8 Page		1/8 Page	
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LAYOUT/DESIGN

There is no additional charge for design of ads to be run in the program or pocket schedule. Proofs will be provided for approval prior to printing.

AD POSITION

The positioning of ads within the program cannot be guaranteed, but every effort will be made to accommodate requests for specific positions. Early submission of your insertion order will help ensure your ad position.

CANCELLATIONS

No cancellations will be accepted or refunds given after the ad deadline.

PAYMENT TERMS

Full payment must be received with the insertion order or by ad deadline. All major credit cards are accepted. A \$25 fee will be charged for any check returned for insufficient funds, closed account, or any other reason.

The Iowa Horse Fair or Dahl Graphics & Printing reserves the right to reject any ads at any time. Each ad is accepted with the understanding that the advertiser is authorized to publish its contents and they agree to indemnify the Iowa Horse Fair and Dahl Graphics & Printing against any loss or expense resulting from claims arising out of its publication. The Iowa Horse Fair or Dahl Graphics & Printing assume no liability for submitted copy errors.

INSERTION ORDER

Make check payable to Dahl Graphics & Printing
and send completed insertion order to:

Program Advertising Iowa Horse Fair

4755 N Parrot Ln, Marana, AZ 85653

or email insertion order to ihf-ads@dahlgraphics.com

Company _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

Email _____

AD SIZE:

FULL COLOR AD

- Back Cover* (\$720)
- Inside Front Cover* (\$600)
- Inside Back Cover* (\$600)
- Full Page (\$460)
- 1/2 Page (\$310)
- 1/4 Page (\$190)
- 1/8 Page (\$130)

B&W AD

- Full Page (\$350)
- 1/2 Page (\$220)
- 1/4 Page (\$140)
- 1/8 Page (\$105)

* Premium Space -
check for availability

DIGITAL EDITION ADD-ON:

- Website Link (\$30)
- Web Address: _____

PAYMENT INFORMATION:

- Check Money Order
- VISA MasterCard Discover AmEx

Card #: _____

Exp. _____ V-Code _____

Name as it appears on credit card _____

Credit card billing address (if different than above) _____

I authorize that my card be charged for the amount indicated above plus a 4% transaction fee for payment of an ad in the Iowa Horse Fair Official Program.

Authorized Signature _____

Date _____