



2004 OFFICIAL RACE PROGRAM ADVERTISING AGREEMENT

*100% of the Race Program advertising
proceeds benefit*



Dear Steeplechase Program Advertiser,

On Saturday, April 24, 2004, the Charlotte Steeplechase Association, Inc., a 501(c)3 non-profit organization, will host the ninth annual Queen's Cup Steeplechase Races to be held at the farm of *Brooklandwood*, our permanent home and race course in historic Mineral Springs, N. C. Steeplechasing's top thoroughbreds & jockeys will compete in six thrilling races with the feature, the Queen's Cup Filly & Mare Allowance race, a two-and-a-half mile classic over challenging brush fences with a purse of \$25,000!

This year, we're expecting 15,000 race day fans drawing from the seven counties around Charlotte and many parts of the entire East Coast. Over 3,500 Race Programs will be printed and distributed FREE to every vehicle and sponsor tent on the race course, thereby increasing your marketing, advertising and reach to an upscale race day audience.

Advertisers and race sponsors have learned over the past eight races that the 'Chase is the perfect setting to socialize, entertain and support a great community event while promoting their businesses as well. *As is our tradition, 100% of your advertising proceeds go directly to the Queen's Cup exclusive charity, Catawba Lands Conservancy.* Last year, more than \$30,000 was raised for your local land trust, much of it through the sale of race program advertising! **Please help—every dollar counts.**

Your advertisement in the Official Race Program is evidence of your commitment and support of the community, our event and Catawba Lands Conservancy. Thank you in advance for your support of the Queen's Cup Steeplechase!

*Please check preferred ad size, and make a copy for your reference. Advertising deadline is April 1, 2004.
All rates are net • Races run rain or shine • No refunds*

<input type="checkbox"/> Color inside back cover	\$5,000	3.5" wide by 8.25" deep, with bleed
<input type="checkbox"/> Color inside front cover	\$3,500	3.5" wide by 8.25" deep, with bleed
<input type="checkbox"/> B&W full page	\$300	3.5" wide by 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 by 2" deep, no bleed

The advertiser hereby authorizes the Charlotte Steeplechase Association, Inc. (CSA) to publish an advertisement in the Official Race Program and agrees to the rate as specified within. Advertising material is subject to CSA acceptance. 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, and CSA reserves the right to refund payment if artwork is not received by the printing deadline.

Contact person: _____ Phone: _____

Company name, if applicable: _____

Address: _____

Authorized signature: _____

Payment method: Check, payable to Charlotte Steeplechase Assoc., Inc.
 Visa

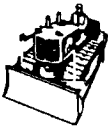
Card number: _____ Exp. date: _____

Send this agreement with check or credit card to:
Charlotte Steeplechase Association, Inc.
c/o Catawba Lands Conservancy
105 West Morehead Street
Charlotte, NC 28202
Phone: (704) 342-3330 • Fax: (704) 342-3340
email: erin@catawbalands.org • www.catawbalands.org



Send camera-ready art or electronic files to:
Midlands Printing, Inc.
P.O. Box 709 • 1117 Broad St.
Camden, SC 29020
Phone: 800-849-2237
E-mail: mid_tb@bellsouth.net

FULL PAGE AD: \$300
3.5" x 8.25"



**BRS, INC.
GRADING & PAVING**

Grading, Hauling, Driveway, Concrete and Asphalt

(803) 285-6279 Office
(803) 286-8679 Fax
(803) 283-3003 Home
(803) 289-7821 Mobile
(803) 283-1539 Beeper

Ben R. Snipes
President
P.O. Box 388
1536 Riverside Road
Lancaster, SC 29721



BRS, INC.
is the official
Grading & Paving
Contractor
of the
Queen's Cup
Steeplechase.



Good luck today and
we're proud to be part
of helping you make your
dreams come true!

HALF PAGE AD: \$175
3.5" x 4"

*Turf & Course
Development Donated by*

TRUGREEN • CHEMLAWN

*The Charlotte Steeplechase Association
thanks Rick Balsler & the crew at
TruGreen/ChemLawn
for their wonderful contribution
to the beauty and safety of our race
track turf!*



BUSINESS CARD SIZE AD: \$125
3.5" x 2"

IHOR
GUARD, INC.
Integrated Lightning Prediction and Warning Systems

KENNETH W. KILGORE
Territory Manager

8735 Rittenhouse Circle • Charlotte, NC 28270
(704) 364-3735 • Cell: (704) 609-0420
Email: kkilgor3@bellsouth.net

IMPORTANT INFORMATION

• This advertising agreement and full payment must be mailed to the address on reverse by **April 1, 2004**.

• Please send camera-ready or electronic art with correct dimensions to Midlands Printing, Inc. by **April 1, 2004**. CSA reserves the right to edit and size ad space where necessary. Please note, photocopies, raised print on business cards or jagged-looking laser prints are not camera ready.

• If you do not have camera ready artwork, Midlands Printing in Camden, S.C., will be pleased to provide you with a quote.

Artwork Specifications:

Line Screen: 150 • DPI Resolution: 225-300 • Four-color ads should be separated as CMYK • High-resolution scans should be TIFF files • Provide all printer & screen fonts • Provide original artwork & copy of ad for reference • No film please.

Midlands Printing Software Capabilities:

QuarkXpress 4.1; Freehand 10; Illustrator 10; Photoshop 5.0.2; PDF files.