

2005 OFFICIAL RACE PROGRAM ADVERTISING AGREEMENT

Race program advertising benefits local conservation



Dear Queen s Cup program advertiser,

Imagine placing your company s message before more than 15,000 upscale steeplechase racing fans. On Saturday, April 30, 2005, you can have that opportunity while supporting Catawba Lands Conservancy, the land trust serving the Charlotte region. This year, the Charlotte Steeplechase Association, a 501(c)(3) organization, will host the 10th Anniversary of the Queen s Cup Steeplechase. Held at the Brooklandwood race course in historic Mineral Springs, steeplechasing s top thoroughbreds and jockeys will compete in six thrilling races. Spectators also can enjoy a variety of family events, including a hat contest, 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. More than 5,000 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 directly benefit Catawba Lands Conservancy to help maintain a high quality of life in our region. Thank you in advance for your commitment to this event, our community and your land trust.

The deadline for receiving this agreement and your artwork is April 1, 2005.

Please check preferred ad size • All rates are net • Races run rain or shine • No refunds • See reverse for artwork specifications

Color inside front cover	\$5,000	3.5" wide by 8.25" deep, with bleed
Color inside back cover	\$5,000	3.5" wide by 8.25" deep, with bleed
B&W full page	\$300	3.5" wide by 8.25" deep, no bleed
B&W half page	\$175	3.5" wide by 4" deep, no bleed
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 specified rate. 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. 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:		Pho	ne:	
Company name, if ap	plicable:			
Address:				
City:		State:	Zip:	
Payment method:	Check, payable to Charlo t Visa or MasterCard	te Steeplechase Associ	ation, Inc.	
Name on card:		Signature:		
Card number:			Exp. date:	







Presented by:

SONITROI



TRUGREEN + CHEMLAMN

Send this agreement with check or credit card to: Erin Culbert

Catawba Lands Conservancy 105 West Morehead Street Charlotte, NC 28202

Phone: (704) 342-3330 • Fax: (704) 342-3340

erin@catawbalands.org



ADVERTISING ARTWORK SPECIFICATIONS

Send all artwork to:

Midlands Printing, Inc.

P. O. Box 709 • 1117 Broad Street

Camden, SC 29020 Phone: 1-800-849-2237

E-mail: mid tb@bellsouth.net

Please put "Queen s Cup ad" in the subject line

of artwork sent by e-mail.

Full Page Ad: \$300 3.5" x 8.25"

Important Information

- This advertising agreement and full payment must be mailed to Catawba Lands Conservancy at the address on reverse by **April 1, 2005.**
- Please send camera-ready or digital art with correct dimensions to Midlands Printing, Inc. by **April 1, 2005.** 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 • 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 • No film, please.

Software Capabilities

QuarkXpress 6.1 • Freehand 10 • Illustrator 10 • Photoshop 5.0.2 • PDF files.

Business Card Ad: \$125 3.5" x 2"

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

