



## **JFI 2017 Official Event Program**

The 15<sup>th</sup> annual Jersey Fresh International Three-Day Event (“JFI”) will take place May 10<sup>th</sup> – May 14<sup>th</sup>, 2017, at the Horse Park of New Jersey – a premier venue that draws equestrian sports’ top competitors.

Over the years, JFI has become one of the most influential international three-day events in the United States. Highlighted on the calendar by the sport’s leading competitors, JFI has been instrumental in Olympic, World Equestrian and Pan Am Games selection processes for the United States and Canada.

JFI has grown exponentially, particularly over the past several years, drawing attendance from all over the country and competitors from around the world. As a JFI Official Event Program advertiser you will reach a broad range of equestrians – from local pony clubbers to elite riders and trainers – and thousands of regionally based spectators who spend money on trucks, horse trailers, feed, supplies, lodging, travel, clothing, jewelry, and many other products and services you may offer.

We offer a wide range of advertising opportunities to fit any budget. Each provides great exposure to your market of potential customers.

Advertisement artwork and payment are due by no later than Friday, March 31, 2017. We suggest you reserve now to get your best choice of available placements.

Thank you for your support.

***The 2017 Jersey Fresh International Organizing Committee***



[www.jfi3d.com](http://www.jfi3d.com)

**JFI 2017 Official Event Program**  
**Advertising Opportunities**

**Program Book Advertising Size:**

Quarter-Page	\$125.00 _____
Half-Page	\$200.00 _____
Full-Page	\$275.00 _____
Full-Page bleed	\$300.00 _____
Inside Front Cover ( <b>SOLD</b> )	\$500.00 _____
Inside Back Cover ( <b>Pending</b> )	\$500.00 _____

Company/Organization Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**All payments and advertisement artwork are required by March 31, 2017 to guarantee placement in the JFI 2017 Official Event Program book.**

Mail signed agreement and payment to:

JFI Program Advertising  
c/o Horse Park of New Jersey  
626 Route 524  
Allentown, NJ 08501

Phone: 609-259-0170

Fax: 609-259-0174

Email: [horseparkofnj@aol.com](mailto:horseparkofnj@aol.com)

Email advertisement artwork to:

[ljmackintosh@earthlink.net](mailto:ljmackintosh@earthlink.net)

Requesting digital files in preferred format (see following) that include all copy, photos, logos, etc.

Agreement for above advertisement must be signed and submitted, including full payment for cost of ad space purchased.

**Please make checks payable to: Jersey Fresh International Three-Day Event**



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## **JFI 2017 Official Event Program** **Production Guidelines**

The 2017 JFI Official Event Program will be a full-color, 5.5" x 8.5" "pocket-size" publication printed on high-quality glossy stock.

### **Page Size (Width x Height)**

Full-page (5.5" x 8.5")

1/2-page (5.5" x 4.25")

1/4-page (5.5" x 2.125")

### **Ad Size (Width x Height)**

Full-page (4.5" x 7.5")

Full-page bleed (5.5" x 8.5", plus 1/8" bleed on all edges)

1/2-page / horizontal orientation (4.5" x 3.5")

1/4-page / horizontal orientation (4.5" x 1.75")

- All copy should be kept 1/4" from all edges.
- Cover ads can bleed off edges. Please add 1/8" to all sides of ad if artwork bleeds off edges.
- No hard copy ads will be accepted; all ads must be in digital file format.

### **Digital Files – Preferred formats:**

- EPS, TIFF, PDF and JPEG formats acceptable.
- PDF press-ready file with all fonts converted to outlines.
- EPS file with all fonts converted to outlines and images embedded.
- JPEG files must be 300 dpi, CMYK or grayscale.
- All color files must be CMYK; Files should be converted from RGB to CMYK.
- No low-resolution files will be accepted.
- All images 300 dpi or greater.

Please email artwork in preferred format to: [ljmackintosh@earthlink.net](mailto:ljmackintosh@earthlink.net). Agreement for above advertisement must be signed and submitted, including full payment for cost of ad space purchased.