



Central New York Dressage & Combined Training Association

Omnibus Advertising Order Form

Size of Advertisement (please check one)

ADS ARE DUE BY JAN. 1st!!!!

Late ads are not guaranteed entry.

_____	1/8 page (business card)	(3 1/2" w X 2" h)	\$25.00
_____	1/4 page	(4 1/4" w X 5 1/2" h)	\$50.00
_____	Half Page	(8 1/2" w x 5 1/2" h)	\$75.00
_____	Full Page	(8 1/2" w x 11" h)	\$100.00

Style of Advertisement (please check one)

Camera Ready* _____ Non-Camera Ready** _____ (set-up fee may apply)

I am submitting my advertisement electronically _____ (see accompanying directions, payment should still be sent to address below with this form)

Past Advertisers -- Do you want to use the same ad layout we have on file? _____

ANY CHANGES TO REPEAT ADS MAY RESULT IN A \$50 SET-UP FEE

- * Please read the instructions for Camera Ready Ad Specifications on the reverse side.
- ** Please read the instructions for **Non-Camera Ready** Ad Specifications on the reverse side and note the additional fee.

Please Complete (print or type) and Return Entire Form

Advertising Authorized By _____

Company/Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____ FAX _____

***** All Advertisements Must Be Accompanied by Full Payment *****

Please Make Check Payable To CNYD&CTA and send to:

Julie Jordan
6458 Russell Lane
East Syracuse, NY 13057

***Questions? Contact Julie Jordan at (315) 263-6709 or e-mail at: jmjordan@twcny.rr.com

Please Complete:

Size of Ad _____ \$ _____

** \$50.00 deposit for Non-Camera Ready Set-Up \$ _____

Total Amount Enclosed \$ _____

Omnibus Advertisement Specifications

*** CAMERA READY COPY**

Acceptable camera-ready copy should be one of the following:

1. Mechanical - artboard with typeset matter, photographs, logos or illustrations properly mounted in position within the size of the advertising space you are ordering.
2. Stat-black & white reproduction of a mechanical or laser print.
3. Negative-film reproduction of a mechanical (right reading, emulsion side down).
4. We can accept electronic files. If you are submitting a disk or e-mailing art, please call:

Julie Jordan, 315-263-6709 (leave message)

Or E-mail virus free attachments: jmjordan@twcny.rr.com

**** NON-CAMERA READY COPY**

1. A Xerox copy of text picture.
2. An ad torn out of a magazine, program, yellow pages, etc.
3. Ads drawn in anything other than black ink.
4. Camera ready copy which has been marked or written on.
5. Pictures cut from another publication.
6. Incorrect size.

NOTE: Ads submitted as camera ready which are not, will not be inserted until additional charges to make it camera ready are paid in full!!

Photographs for camera-ready copy should be pre-screened (100 line screen velox or for supplied film 150 line), to size and in position. If this is not possible, please submit a black & white glossy print and indicate clearly position in ad.

Advertisers who are unable to submit a camera ready ad may have their ad prepared by the Omnibus publishers for a minimum set up fee of \$50.00. The total fee will depend on the size of the ad you would like to submit.

To have your ad prepared by the Omnibus Editors, please follow the guidelines listed below:

1. You may submit a rough layout of how you would like the ad to appear.
2. Submit text matter to appear in ad on an 8 ½ " x 11" sheet, typewritten, double-spaced.
3. Logos, illustrations, maps, etc. to appear in ad should be in black and white.
4. Photographs should be black and white glossy prints. Please do not mark directly on photographs. If crop marks need to be indicated, use the white margin area of the photograph only.
5. We can accept electronic files. If you are submitting a disk or e-mailing art, please call:

Julie Jordan (315) 263-6709, leave message.

Or E-mail virus free attachments: jmjordan@twcny.rr.com