



The Pin Oak Charity Horse Show

presented by **BBVA Compass**

2012 PRIZE LIST ADVERTISING & SPECIFICATIONS

The Pin Oak Charity Horse Show is a Houston tradition, having been in existence for over 65 years.

With an average of 1,600 horses and athletes from approximately 27 states with 68% from Texas, we offer a large mix of loyal horse enthusiasts from all over the United States.

The Pin Oak Charity Horse Show Prize List is an attractive high quality book that will be sent to all our loyal competitors, and features all the information they need to participate. The Prize List is both mailed to homes and posted on our website for visitors to view all year long, and offers a prime advertising opportunity to reach this unique demographic in a way that will attract their fullest attention.

Join the Pin Oak family and be a part of a trusted and evolving network!



STEP UP & STEP OUT FOR CHILDREN

March 21 – April 1, 2012

GREAT SOUTHWEST EQUESTRIAN CENTER, KATY, TEXAS



Benefiting Texas Children's Hospital, Ronald McDonald House Houston Family Rooms and Candlelighters Childhood Cancer Family Alliance.

The Pin Oak Charity Horse Show is a 501 (c) 3 not for profit tax exempt entity.

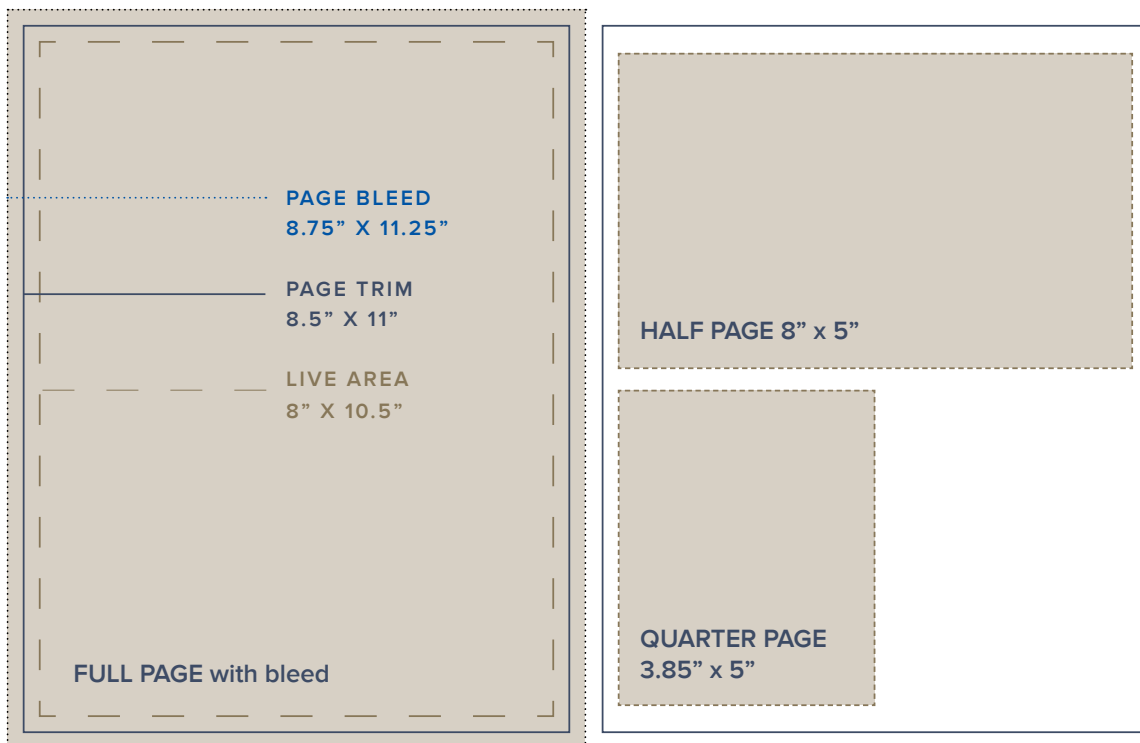


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Mechanical Specifications



INSTRUCTIONS

To email your ad, please attach advertisement and send to: pinoakprizelist@pwlstudio.com.

Maximum attachment size is 8MB.

If your file is larger than 8MB please contact us at pinoakprizelist@pwlstudio.com in order to upload your ad via our FTP.

Preferred file formats are high resolution PDF, EPS, or TIFF (flattened) files. Native formats accepted are Adobe InDesign, Adobe Illustrator or Adobe Photoshop. Please include all necessary Postscript screen and printer fonts or have fonts converted to outline.

All photos should be no less than 300 dpi at 100% of the size being used. Please supply ad layout at 100% of final size.

All ads (except cover ads) will be printed in black and white.

Do not provide ads that use RGB or PMS spot colors.

Please note: Pin Oak and PWL Studio do not accept responsibility for any errors and/or mistakes in your files, including errors of spelling or scaling.

We can design your ad to your specifications.

Please contact PWL Studio to discuss options and cost.

For assistance or further information contact PWL Studio:

John Fordham - john@pwlstudio.com
or call 713-521-7022.



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FOR CHILDREN**

Advertising Form

PAGE SIZE	PRICE	QTY	TOTAL
Inside Front Cover , Full Color` 8.75"x 11.25" (inc bleed)	\$1,500		\$
Inside Back Cover , Full Color 8.75"x 11.25" (inc bleed)	\$1,500		\$
Full Page, Interior, Black and White 8.75"x 11.25" (inc bleed)	\$500		\$
Half Page, Interior, Black and White 8"x 5"	\$275		\$
Quarter Page, Interior, Black and White 3.85"x 5"	\$150		\$
Digital Proof - Sent to you via email.	Free		
GRAPHIC DESIGN We can design your ad to your specifications. Photography not included.	\$200		\$
CALCULATE TOTAL COST			\$

SPACE RESERVATION DUE FRIDAY OCTOBER 28, 2011 . ALL AD MATERIALS AND PAYMENT ARE DUE FRIDAY NOVEMBER 4, 2011

YOUR DETAILS

NAME(S)		
COMPANY		
BILLING ADDRESS		
CITY	STATE	ZIP
CELL PHONE		
EMAIL		

Payment Information

CHECK (payable to Pin Oak) INCLUDED	<input type="checkbox"/>
VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AM EXPRESS <input type="checkbox"/>	
NAME ON CARD	
AMOUNT	
CARD NO.	
EXP. DATE	CVC CODE

PLEASE COMPLETE AND RETURN THIS FORM WITH YOUR PAYMENT TO:

Pin Oak Charity Horse Show, 2501 South Mason Rd. Suite 410, Katy, Texas 77450
Office: 713-621-6290 Fax: 281-398-8878 info@pinoak.org

Learn how you can get involved at pinoak.org