

# PIN OAK

The Pin Oak  
Charity Horse Show  
MARCH 22 - APRIL 2 2017  
GREAT SOUTHWEST EQUESTRIAN CENTER, KATY, TEXAS



## 2017 PROGRAM



## ADVERTISING RESERVATION

**SPACE RESERVATION DEADLINE IS WEDNESDAY JANUARY 25, 2017**  
ALL AD MATERIALS AND PAYMENTS MUST BE RECEIVED BY **WEDNESDAY FEBRUARY 8, 2017**

Reserve and pay for your  
advertising space online at:  
[pinoak.org](http://pinoak.org)

OR COMPLETE AND RETURN THIS FORM WITH YOUR PAYMENT TO:

The 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](mailto:info@pinoak.org)

PAGE SIZE	PRICE	QTY	TOTAL
Double Page Spread, 17" x 11" (17.25" x 11.25" inc bleed)	\$2,000		\$
Full Page, 8.5" x 11" (8.75" x 11.25" inc bleed)	\$1,250		\$
Full Page, 7.5" x 10" (no bleed)	\$1,200		\$
Half Page, 7.5" x 4.875" (no bleed)	\$800		\$
Quarter Page, 3.625" x 4.875" (no bleed)	\$400		\$
Digital Proof - Sent to you via email.	Free		
<b>GRAPHIC DESIGN</b> We can design your ad to your specifications. Photography not included.	<b>REQUEST QUOTE</b>		\$
<b>CALCULATE TOTAL COST</b>			\$

### YOUR DETAILS:

NAME(S):  
.....

COMPANY:  
.....

BILLING ADDRESS:  
.....

CITY: STATE: ZIP:  
.....

HOME PHONE:  
.....

OFFICE: CELL:  
.....

EMAIL:  
.....

### PAYMENT:

CHECK (payable to Pin Oak) INCLUDED

VISA  MASTERCARD  AM EX

NAME ON CARD  
.....

AMOUNT  
.....

CARD NO.  
.....

EXP. DATE CVC CODE  
.....

GET INVOLVED AT [pinoak.org](http://pinoak.org)



## INSTRUCTIONS

To submit your ad, please send by email to:

[pinoakprogram@pwlstudio.com](mailto:pinoakprogram@pwlstudio.com)

**PLEASE DO NOT SUBMIT YOUR AD TO THE PIN OAK OFFICE OR TO PIN OAK STAFF EMAIL ADDRESSES**

Maximum attachment size is 10MB. For files larger than 10MB contact us at [pinoakprogram@pwlstudio.com](mailto:pinoakprogram@pwlstudio.com) to arrange submission by other methods.

Preferred file formats are high resolution PDF, EPS, or TIFF (flattened) files.

Native formats (Adobe InDesign, Adobe Illustrator or Adobe Photoshop only) can be accepted. 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. **You must supply your layout at 100% of final size and include bleed if required.**

All ads including covers will be printed in CMYK. Do not provide ads that include RGB or PMS spot colors. Ads not submitted in CMYK may be returned to you or converted in-house and your ad may not look as you expect.

**Please note: Pin Oak and PWL Studio do not accept responsibility for any errors and/or mistakes in your files, including errors of file size, spelling or scaling. If your ad does not conform to the instructions given here, it may be returned to you for adjustment or altered without notice, depending on timing. Alterations deemed necessary may be subject to an additional charge.**

**For assistance or further information contact PWL Studio:**

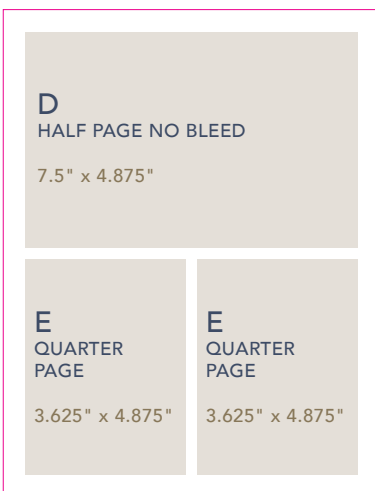
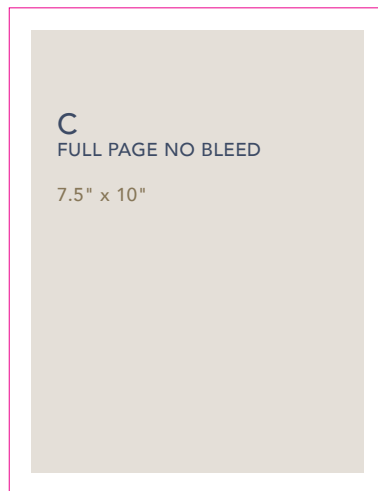
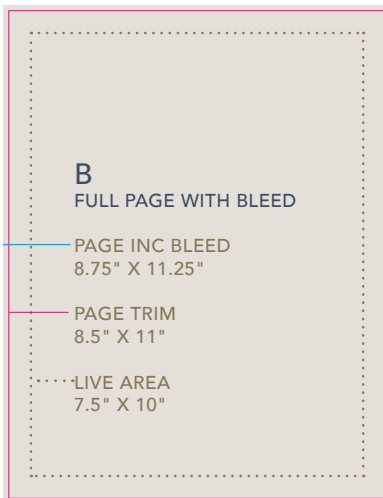
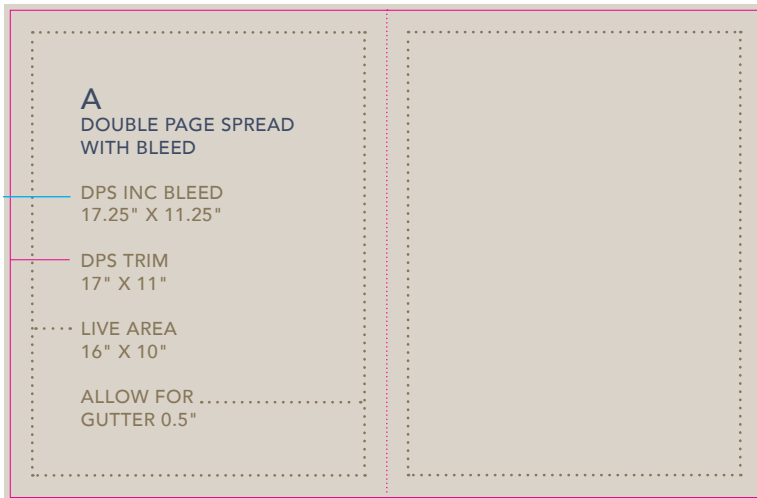
by email at: [pinoakprogram@pwlstudio.com](mailto:pinoakprogram@pwlstudio.com)

John Fordham - [john@pwlstudio.com](mailto:john@pwlstudio.com)

Jereme Brown - [jereme@pwlstudio.com](mailto:jereme@pwlstudio.com)

or call 713-521-7022.

**DESIGN SERVICES ARE AVAILABLE.** The team at PWL Studio can help you get the best from your advertising space. Contact us (see above) to discuss options and costs. **DON'T FORGET** - *Design services require extra time so please don't leave it 'til the last minute before submission is due!*



### AD SIZES AND SPECIFICATIONS

#### A - DOUBLE PAGE SPREAD

Trim - 17" x 11"  
 Bleed - 17.25" x 11.25"  
 (0.125" bleed on all sides)  
 Live Area - 16" x 10"  
 (Live matter must be 0.5" inset on all sides and either side of centre)

#### B - FULL PAGE - BLEED

Trim - 8.5" x 11"  
 Bleed - 8.75" x 11.25"  
 (0.125" bleed on all sides)  
 Live Area - 7.5" x 10" (Live matter must be 0.5" inset on all sides)

#### C - FULL PAGE - NO BLEED

7.5" x 10"

#### D - HALF PAGE

7.5" x 4.875"

#### E - QUARTER PAGE

3.625" x 4.875"