



DEVON HORSE SHOW AND COUNTRY FAIR, INC.
FOR THE BENEFIT OF BRYN MAWR HOSPITAL
Attn: Program Book
P.O. Box 865, Devon, PA 19333
programbook@devonhorseshow.org
Phone: 610-964-0550

File Requirements

The program is printed by offset, direct-to-plate technology, in four-color process and black & white.

Materials for BLEED ads should be 8.75 x 11.25 inches in size to allow for 1/8 in. trim on all sides.

The program is wire-bound. Most full-page ads are on right-side pages. Please leave at least ½ in. of clear space (no copy) on left side of all bleed ads to account for binding.

Acceptable File Formats:

Preferred: PDF Press Quality with embedded fonts (no subset fonts) and high-resolution images (300dpi or higher).

Also accepted: TIF, JPEG, or EPS files

- TIF or JPEG files must be to ad size and at least 600dpi or higher
- EPS files must have all type converted to outline

For color advertisements, CMYK color must be used. Files in RGB format will not be accepted.

Unacceptable File Formats:

- Ads with type, logos, and/or artwork from websites.
- Ads scanned from previously printed materials that contain photos and/or artwork.
- Native Microsoft Publisher files.

Submission of Files:

- Files should be emailed to programbook@devonhorseshow.org with “Program Ad” in subject line.
- Please save all ad files with the following title: “businessname.DHSProg19” with the name of your business.

Files not to specifications will be given notice of errors and may re-submit upon correction. Failure to do so may incur additional charges at publisher’s discretion.

**Extensions for ad materials only, are available until March 29, 2019 with publisher agreement in writing.
Contracts are due no later than March 29. Any materials submitted after March 29 are subject to refusal.**

Concerns regarding submission dates should be directed to email address below.

All files must be submitted to: programbook@devonhorseshow.org
Payment IN FULL must accompany submission of ad materials!
Files must be named as above: “businessname.DHSProg19”
Please write “Program Ad” in subject line of email!