



# Advertising Contract Official Event Program

April 26 - 29, 2012  
Kentucky Horse Park  
Lexington, Kentucky



Featuring the 15th USEF CCI\*\*\*\* Championship  
for the USET Foundation Pinnacle Cup and  
CRI5\* Reining Competition

**SPACE DEADLINE: MARCH 16, 2012; MATERIALS DUE NO LATER THAN MARCH 23, 2012.  
ADVERTISERS MUST SUBMIT PAYMENT WITH INSERTION ORDERS.**

Payment due in US dollars. Check, cashier's check, or money order only. No credit cards.  
Please make checks payable to: Equestrian Events, Inc.

Advertiser:	
Representative:	
Company Name:	
Address 1:	
Address 2:	
City, State, Zip:	
Telephone:	
Email:	
Signature/Title:	

LOGOS/TITLES POLICY - The Equestrian Events, Inc. (EEI) logo and name, the Rolex logo and name, the Rolex Kentucky Three-Day Event logo and name, the Ariat Kentucky Reining Cup logo and name, the below-listed titles and/or any logos of Event Sponsors are protected by U.S. Trademark Laws. These Trademarks may not be used without Official Authorization. Any use, description of or reference to the EEI LOGO, the ROLEX LOGO, the ROLEX KENTUCKY THREE-DAY EVENT LOGO, SPONSOR LOGOS or the titles ROLEX KENTUCKY THREE-DAY EVENT, KENTUCKY THREE-DAY EVENT, CCI\*\*\*\* or 4\* KENTUCKY, CCI\*\*\*\* or 4\* LEXINGTON, KENTUCKY CCI\*\*\*\* or 4\*, LEXINGTON CCI\*\*\*\* or 4\*, KENTUCKY REINING CUP and/or ARIAT KENTUCKY REINING CUP, IN ANY FORM, is prohibited. EEI may at its discretion license use of one or more logos and/or titles (not to include the ROLEX LOGO). If use is granted, any use of the above logos, marks, or titles must be approved by the EEI Office. Contact the EEI office for more information.

<i>Please check appropriate boxes to complete insertion order.</i>							
Ad Size	Black	<i>Please check</i>	4-Color	<i>Please check</i>	Please provide a sample tear of my ad.	Yes	No
Spread (16" x 10")	\$1900	<input type="checkbox"/>	\$2600	<input type="checkbox"/>		Entertainment & Dining Directory \$150. <i>Please check</i> <input type="checkbox"/>	<input type="checkbox"/>
Page (7 1/2" x 10")	\$1300	<input type="checkbox"/>	\$1800	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Half (7 1/2" x 4 7/8")	\$ 900	<input type="checkbox"/>	\$1250	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
Quarter (3 5/8" x 4 7/8")	\$ 600	<input type="checkbox"/>	\$ 875	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>



**Please Submit Insertion Orders and Payments to:**  
Linda Milligan ▪ linda@rk3de.org  
Equestrian Events, Inc.  
P.O. Box 12110 ▪ Lexington, KY 40580-2110  
859.233.2362 ▪ 859.254.5116 (fax)

Please make checks payable  
to: Equestrian Events, Inc.

**Please Submit Advertising Materials to:**  
Jeff Ruth ▪ hello@shatterboxstudios.com  
163 East Main St, 3rd Floor  
Lexington, KY 40507  
859.280.2601