



# 2017 ANNUAL BREEDERS' GUIDE AND STALLION DIRECTORY

## ADVERTISING AGREEMENT

**Advertising AGREEMENT and PAYMENT due October 1, 2016.  
AD MATERIALS due October 15, 2016.**

**Advertiser:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Advertising Agency of Record:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**AGREEMENT**

Advertising agreement between the American Hanoverian Society (AHS), hereinafter called the Publisher, and (Company and contact name) \_\_\_\_\_, hereinafter called the Advertiser or Agency, do hereby contract and agree to a \_\_\_\_\_ size ad at the cost of \_\_\_\_\_ to appear in the American Hanoverian Society's 2017 Annual Breeders' Guide and Stallion Directory.

**PAYMENT: Terms and Discounts**

All AHS members who have submitted their 2017 stallion dues receive a standard black and white page reserved for their stallion(s), submit this form **only** if you wish to purchase **additional** four-color or black and white advertising in the *2017 Annual Breeder's Guide and Stallion Directory*.

A 10% discount is applied to prepaid advertisements of the same size placed in the *2017 Annual Breeders' Guide and Stallion Directory* and in all four 2017 issues of the AHS magazine beginning with the upcoming Spring issue. **No agency discount is offered.** Checks payable to the American Hanoverian Society must accompany this agreement. This agreement must accompany any insertion order. Advertising materials which are not paid for in advance will not be published. Any alterations necessary to make submitted materials camera-ready for the format stated on the ADVERTISING RATE AND SPECIFICATIONS SHEET will be billed to the advertiser by the AHS.

▪ **Ads must be supplied camera-ready. Ads should be high resolution (300 dpi) pdf, jpg or tif files.** Any changes, revisions or conversions necessary to make an ad camera-ready will be billed at \$80/hour. One hour minimum. Each additional 15 minutes billed at \$20.

By signing below I agree that I have read, understood, and concur with the terms of this agreement and those described in the ADVERTISING RATE AND SPECIFICATIONS SHEET.

\_\_\_\_\_  
Advertiser/Agency Signature \_\_\_\_\_  
Date

**PLEASE NOTE: ALL ADS MUST BE PREPAID WITH AD AGREEMENT!!**

**Mail Advertising Agreement, Payment and Materials to:**  
Terri Ralenkotter, AHS Publications Editor ■ 3061 Ashley Dr. ■ Edgewood, KY 41017  
Phone: (859) 802-8895 ■ Fax: (859) 371-3891 ■ E-mail: TDRgraphics@gmail.com

**PLEASE NOTE: Payment may be made via credit card or check to the AHS Office.**