AD MATERIALS due November 15, 2020.

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 & American Rhineland Studbook 2021 Annual Breeders’ Guide and
Stallion Directory.

PAYMENT: Terms and Discounts
All AHS members who have submitted their 2021 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 2021 Annual Breeder’s Guide and Stallion Directory. 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 Advertising materials that are not paid for in advance will not be published.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: ALLADS MUST BE PREPAID WITH AD AGREEMENT.

Send Advertising Agreement, Payment and Materials to:
American Hanoverian Society • 4067 Iron Works Parkway • Lexington, KY 40511
Phone: (859) 255-4141 • E-mail: ahsoffice@hanoverian.org

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