



**ALBERTA STANDARD BRED  
HORSE ASSOCIATION**

**Advertising for all ASHA Publications**

	<u>In House Artwork Required</u>		<u>With Camera Ready Artwork</u>	
	Fee	With ASHA Member Discount	Fee	With ASHA Member Discount
Front Cover - Inside	\$250.00	\$200.00	\$200.00	\$155.00
Pages inside the book	\$200.00	\$155.00	\$150.00	\$110.00
Back Cover - Outside	\$300.00	\$245.00	\$250.00	\$200.00

(Pricing does NOT include GST)

**Please Note:** Camera ready artwork **MUST** meet the following requirements

File type: Preferably EPS, If necessary PDF

Resolution: Minimum 300 dpi

Bleed: 1/8 inch

Colour: CMYK

Margins: Left margin **MUST** be 3/8 inch (room for spine)

Additional Notes: Crop marks must be on artwork

Page Size: Completed page size is a total of 6" X 9"

Safe Print Area: 5 1/4 X 8 1/8 inches

Please know that we are more than happy to create artwork for you. We simply wanted our advertisers who already have artwork/advertisements created for them to have the option of using that artwork.

**"Camera Ready"**

Meaning, (in the opinion of our publisher, and printers), the document is, from a technical standpoint, ready to "go to press", or be printed.

Absolutely no editing or adjusting of any kind needs to be done.