



2023 CAPITAL CHALLENGE ADVERTISING SPECS & RATES

MICHELLE@WRITERSBLOCH.COM

CAPITALCHALLENGE.ORG

973.219.1827

AD SIZE OPTIONS

Program/Daily Update

FULL PAGE

Trim Size 8.5w x 11h
Bleed 8.625w x 11.125h

Prize List

FULL PAGE

Trim Size 8.5w x 11h
Bleed 8.625w x 11.625h

Program

HALF PAGE

7.5 w x 5 h

Prize List

HALF PAGE

7.5 w x 5 h

*** Please note the new size for the 2023 prize list ads. The trim size has increased to 8.5 x 11.*

AD RATES

OFFICIAL PRIZE LIST IS RELEASED DIGITALLY AND AVAILABLE AT THE BEGINNING OF AUGUST.

PRIZE LIST | Full Page COLOR \$1200

PRIZE LIST | Half Page COLOR \$825

OFFICIAL PROGRAM IS AVAILABLE ONLINE AND IS ALSO PRINTED AND DISTRIBUTED AT THE EVENT.

PROGRAM | Full Page COLOR \$2100

PROGRAM | Half Page COLOR \$1200

ARTWORK SPECS

COLOR: CMYK - no RGB

FILE TYPE: PDF with embedded fonts

FILE SIZE: Must be high-res (300dpi)

OFFICIAL PRIZE LIST

JUNE 7 Deadline | The official prize list is a full-color publication available on the official Capital Challenge website.

OFFICIAL SHOW PROGRAM

AUGUST 7 Deadline | The 96-page, perfect bound official show program is distributed to every exhibitor and is available digitally for viewing or download on the Capital Challenge website. All ads are linked to their corresponding website. The program is printed in full color on gloss paper.

SUBMISSION

All files sent should be press ready, with high resolution CMYK images. Ads should be kept under 25MB for emailing or be sent using a file transfer service such as Dropbox or We Transfer. Files can be sent to Michelle Bloch at michelle@writersbloch.com

SPONSOR
BENEFITS

Capital Challenge Sponsors whose package includes a full-page ad in the show program may email the file directly to Michelle Bloch at michelle@writersbloch.



2023 CAPITAL CHALLENGE ADVERTISING CONTRACT

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Closing Date for **Prize List** Ad Contracts: JUNE 1
Advertising Materials **Prize List** Deadline: JUNE 7

Closing Date for **Program** Ad Contracts: AUG 1
Advertising Materials **Program** Deadline: AUG 7

Prize List

- Inside Front Cover SOLD
- Inside Back Cover SOLD
- Back Cover SOLD
- Full Page \$1,200
- Half Page \$825

** Please note the new size for the 2023 prize list ads. The trim size is now 8.5 x 11.*

Program

- Inside Front Cover SOLD
- Inside Back Cover SOLD
- Back Cover SOLD
- Full Page \$2,100
- Half Page \$1,200

Name of Business _____

Contact Person _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Ad Instructions

- Use same ad as last year
- New ad to come by deadline

Payment Instructions

- Check Enclosed
(made payable to Capital Challenge Horse Show)