

# Kentucky Thoroughbred Farm Managers' Club 2025 Membership Directory Contract

Ad Space Contract Deadline: 9/27/2024 | Ad files due: 10/25/2024

Choose One:

## FULL PAGE

- Black & White **\$850**
- Four Color **\$1250**

## HALF PAGE

- Black & White **\$500**
- Four Color **\$900**

## QUARTER PAGE

- Non-Profits Only **Free**

This is for industry related non-profits only.  
All ads must be B&W and will be in a non-profit section. Ad dimensions: 2.3975"w x 3.1825"h

Choose One:

- Use last year's ad: (2024) No Changes
- Use last year's ad: (2024) With Changes
- New ad will be supplied

supplying copies of ad with changes to be made at \$50/hour charge with 1 hour minimum.

How Many Copies?

- Full page, color: 10 copies  
Full page, b/w: 8 copies  
Half page, color: 6 copies  
Half page, b/w: 4 copies
- State how many copies you need

Preferred positions available upon request

**\$500 Premium** for all covers  
**\$250 Premium** for the **first 10 full-page ads** in the directory (first come, first served)

- I would like my ad to be in the first 10 full page ads if available. I understand there is an added fee for this location (\$250).

- I would like a specific placement for an additional fee of \$100

(State what you would like to be placed near)

### Conditions of Publication & File Requirements on page two (2) of contract.

The undersigned states that he/she has read the Conditions of Publication and understands he/she are an express part of this contract.

Name of advertiser: \_\_\_\_\_  
(As to appear in alphabetical and categorical listing)

Preferred Category (i.e. Farm Equipment, insurance, etc.): \_\_\_\_\_  
(Cannot guarantee category but will attempt for closest match to request.)

Agency: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name & email of recipient of the emailed invoice: \_\_\_\_\_

To reserve space, please complete this form by 9/27/24 and return to:  
KTFMC, 1005 Richmond Road, Lexington, KY 40502 or email: info@ktfmc.org

For Official Use Only: Pg #

Special Requirements:

Payment Received

# Kentucky Thoroughbred Farm Managers' Club 2025 Membership Directory Contract

Ad Space Contract Deadline: 9/27/2024 | Ad files due: 10/25/2024

## CONDITIONS OF PUBLICATION

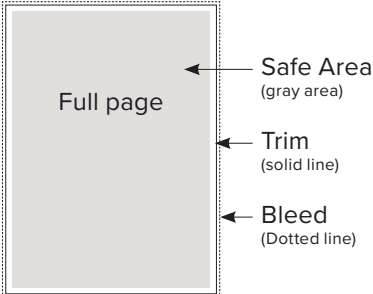
All advertisements are subject to the approval of the KTFMC and may be rejected without notice and for any reason. Commissions are allowed, based on 10% of the total space and color charges only, to recognized advertising agencies which supply digital materials, a proof, and accept responsibility for payment on behalf of their clients. If an account is not paid within 60 days from the date of the original statement, the commission is forfeited, and the KTFMC reserves the right to bill the client directly. The authorized signature agrees to pay any and all fees relating to the collection of its account balance, including but not limited to attorney fees and court costs should the account go unpaid for a period of six months or more.

The KTFMC shall be subject to no liability for failure to publish or circulate due to accidents, fire, work stoppages, acts of God, or other circumstances beyond the control of the KTFMC.

All advertising claims or assertions must be supported by documentary evidence, and if put into question by the KTFMC, the burden of proof rests with the advertisers and/or agency. All advertising is accepted only upon representation that the advertiser and/or agency is authorized to publish the entire content of the advertisement, and that the advertiser has the right to, and is capable of, selling or providing the product or service advertised. The advertiser and/or agency will indemnify and hold the KTFMC harmless from and against loss, liability and expense, including attorney fees, incurred by reason of any claim that may arise from the publication of such advertisement. The word "advertisement" will be placed above or below any copy which, in the opinion of the KTFMC, resembles editorial content. Advertisers are responsible for those charges incurred in the production of their advertisements such as purchase of photographs, purchase of proofs, design, copywriting, digital work, changes on supplied files, changes on supplied art to convert to digital files, and changes on furnished digital files required to meet mechanical requirements.

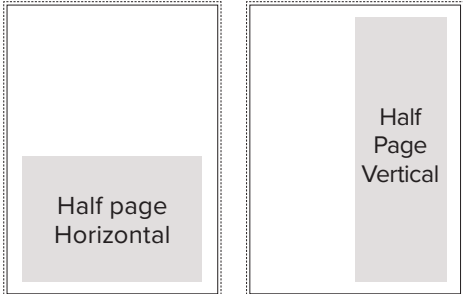
## FILE SIZE REQUIREMENTS

**Full Page**  
Trim Size: 6" w x 9" h  
Bleed Size: 6.25" w x 9.25" h  
Safe Area\*: 5" w x 8" h



Safe Area (gray area)  
Trim (solid line)  
Bleed (Dotted line)

**Half Page**  
Horizontal: 4.8125" w x 3.8125" h  
Vertical: 2.3" w x 7.625" h



Half page Horizontal  
Half Page Vertical

\*This is a spiral bound directory, copy and important information should not exceed the safe image area.

\*\*Please include bleed and crop marks in ads. Included trim marks should be .125" from ad trim.

\*\*\*Do NOT include color bars.

## ACCEPTABLE FORMATS

### Hi-Res PDF (preferred format)

Please supply as a hi-resolution, press quality PDF with fonts embedded. Convert colors to CMYK or grayscale as appropriate. RGB color space is not acceptable.

### JPEG or TIFF

All files should be a minimum of 300dpi at actual size. Convert colors to CMYK or grayscale as appropriate. RGB color space is not acceptable.

## COLORS

### Black and White ads:

Please supply in grayscale

### Four Color ads:

Please supply in CMYK

**There will be additional charges if files are supplied as RGB or if files are missing bleed and need to be manipulated.**

## SEND AD FILES TO:

Files can be emailed to [info@ktfmc.org](mailto:info@ktfmc.org) or uploaded and share on Google Drive or Dropbox. If you have questions, please contact:

Jill Koch  
859-948-7321  
[info@ktfmc.org](mailto:info@ktfmc.org)