

**The Willowdale Steeplechase  
Race Day Program Advertising Agreement – 2020**

**ADVERTISING RATES AND SIZES**

- ( ) Inside Front or Back Cover - 4 Color Process.....\$1,800**  
3 ¾ inches wide by 7 ½ inches high
  
- ( ) Full Page - Black and White.....\$ 750**  
3 ¾ inches wide by 7 ½ inches high
  
- ( ) Half Page - Black and White.....\$ 400**  
3 ¾ inches wide by 3 ½ inches high
  
- ( ) Banner Placement.....\$ 500**  
Advertiser must supply banner.

**MECHANICAL REQUIREMENTS:**

**Ad Specifications:** Please provide sized high res PDF or jpeg files for ads.

**Ad Deadlines:** February 29, 2020 signed contract and payment received  
March 30, 2020 final ad submitted

Sized ad must be emailed to [lhatcher@willowdale.org](mailto:lhatcher@willowdale.org) by March 30, 2020.

**BILLING INFORMATION**

- Rate: \_\_\_\_\_  Check enclosed  Invoice me  Bill Credit Card

Make Checks Payable to: The Willowdale Steeplechase  
Send to: The Willowdale Steeplechase, 101 E. Street Road, Kennett Square, PA 19348

Credit Card: VISA                      MASTERCARD                      AMERICAN EXPRESS

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Print Card Holder Name: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

We authorize The Willowdale Steeplechase to publish an advertisement in the race day program. Advertising material is to be submitted "camera ready" and subject to the acceptance of The Willowdale Steeplechase. Publisher will not be held responsible for typographical or publication error.

**Advertiser/Company Name:** ..... **Date:** .....

**Mailing Address:** .....

**Zip:** .....

**Phone:** ..... **FAX:** ..... **Email:** .....

**Authorized Purchaser:** ..... **Title** .....

**Signature:** ..... **Sales Associate** .....

**Instructions:** .....  
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Proceeds will benefit The Willowdale Steeplechase and the charities it supports whose missions are to ensure clean water and veterinary excellence: the Stroud Water Research Center and the University of Pennsylvania School Of Veterinary Medicine's New Bolton Center. For more information, visit our web site [willowdale.org](http://willowdale.org).