

TOWN OF
ERIN

HORSE & COUNTRY

IN THE HILLS OF ERIN

A woman wearing a grey cap, a pink long-sleeved shirt under a dark vest, and dark pants stands in a grassy field. She is smiling and has her hand on the neck of a dark horse. A black dog is standing next to her. The background shows a sunset with orange and yellow light breaking through clouds.

**THE IDEAL
TRAINING
CENTRE**

**An Inspired
Horse Business**

Barn Fire
Prevention

Equine Events
and Directory

Angelstone
Tournaments

HORSE & COUNTRY



The Town of Erin is excited to produce its first publication that proudly showcases Erin's equine sector.

Horse and Country is produced to profile, showcase and support Erin's equine sector, horse community and country lifestyle in the hills of Erin.

Horse & Country includes articles relating to equine businesses and services, information about the horse community in Erin as well as a Directory of Equine Business and Services located in the Town of Erin.

Who is our Reader/Audience?

- Erin's Equine Community and existing equine-related businesses
- Visitors to Erin; those interested in a country lifestyle (including horses)
- Horse enthusiasts—those who like all things "equine"
- Town of Erin residents: urban and country people who appreciate living in a horse community

To advertise, contact Robyn Mulder, Economic Development Officer, Town of Erin at 519.855.4407 ext 241 or email: Robyn.Mulder@erin.ca

Horse & Country Schedule

Advertising Due Date: February 1, 2019

Publication Date: March 22, 2019

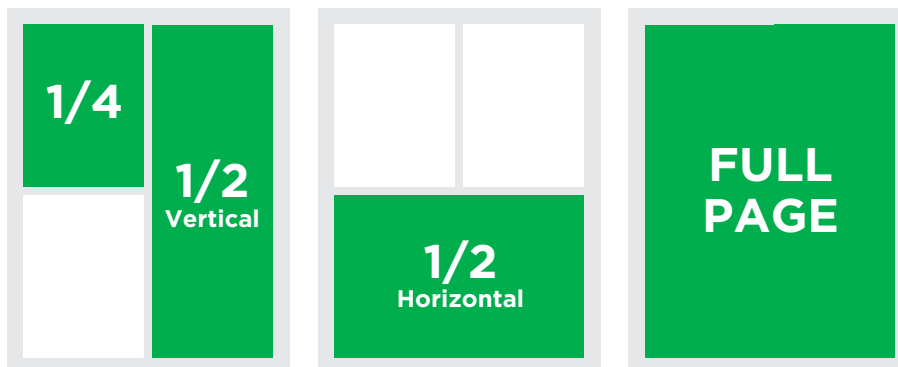
Distribution Date: March 29, 2019

Horse & Country Rates

magazine Trim Size: 8.5" x 11" (Width x Height) inches

Ad Size	Measurement (w x h)	Bleed	Price
1/4 Vertical	3.625" x 4.875"	N/A	\$350
1/2 Vertical	3.625" x 10"	N/A	\$500
1/2 Horizontal	7.5" x 4.875"	N/A	\$500
Full Page	8.5" x 11"	8.75" x 11.25"	\$850
Full Spread	16" x 11"	16.25 x 11.25"	\$1500
Back Page	8.5" x 11"	8.75" x 11.25"	\$1000

Advertisers will be located in the Town of Erin map. Relative shapes and sizes of Insert Ads



Accepted File Formats

PDF X-1a

(or high resolution PDF with fonts embedded)

Photoshop TIFF or EPS

(with all text flattened or embedded)

Illustrator EPS

(with all text turned to outlines)

Colour & Quality

Image resolution must be no less than 300 dpi at 100% final size. RGB and other colour formats will be converted to CMYK, in which case colour accuracy cannot be guaranteed. Total ink limit - 280%.

If you have technical questions, call Paul at 519.941.5691.

Submission

Submit ads via email to Masahiro Design: masahiro@sympatico.ca

Ad design service available by Masahiro Design. Please call 519.941.5691. We're here to help you look your best.

Mechanical Conditions

Positioning of advertising is at the discretion of the Publisher except where special position is guaranteed by contract.

The Advertiser assumes liability for all contents of the advertisements printed. Publisher reserves the right to refuse to publish any ad deemed objectionable.

Contact

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