

# Horse Owner's Handbook

**Color Available!**



A Printed and On-Line Directory of Products and Services for Iowa Horse Owners  
Published by The Moingona Hunt, Inc.

Iowa Horse Owners rely on the Horse Owner's Handbook! When you place an ad in the Handbook, your business will also be listed on [Horsesiowa.com](http://Horsesiowa.com)—Iowa's source for all things horse™ The Moingona Hunt prints 2,000 copies of the Handbook, which are distributed FREE at the Iowa Horse Fair, the Iowa State Fair, and at tack stores and horse shows throughout Iowa.

Our impressive list of advertisers includes:

- Automotive, Farm Equipment, Horse Trailers
- Veterinarians, Farriers, Breeders, Trainers
- Contractors, Banking, Real Estate, Insurance, Health Care, Restaurants
- Stables, Kennels, Horse Tack, Riding Gear, Clothing

Hunt member responsible: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Advertiser Information:

Business Name (as it will appear in the book): \_\_\_\_\_

Business Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

New advertiser      or       Renewal

If a Renewal, do you want to print the same ad as last year?     Yes     No, changes attached.

Please include the page number and year of the book the ad previously appeared in: \_\_\_\_\_

Notes to publisher about the ad: \_\_\_\_\_

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Please attach a hard-copy proof of all NEW ads - including those submitted electronically.

If submitting camera-ready art (not on disk) please paper clip the ad to this form.

See the next page for electronic submission.

## Please indicate desired ad size:

Black and White

Full page (7.5 x 10) and web listing

Black and White \$215

Color \$415

1/2 page (7.5 x 4.875) and web listing

Black and White \$150

Color \$250

1/4 page (3.5 x 4.875) and web listing

Black and White \$80

NOT AVAILABLE

## Deadline February 19, 2009.

Return this completed page with a check payable to "TMH" to:

Shannon Duffy

1416 Southlawn, Des Moines 50315

515-577-0998 Residence

Email: [shannon.duffy@mchsi.com](mailto:shannon.duffy@mchsi.com)

**The hounds appreciate your support! Thank you, Woof!**

# SUBMISSION OF ADVERTISING MATERIALS FOR THE MOINGONA HUNT BOOK:



## Submission of materials to have an ad built:

1. Please include the original artwork of your photographs and logos
2. Acceptable photo formats: jpgs or tifs at 300 dpi
3. Include copy

## Submission of pre-built ads:

1. Please format ads to the size of ad you have purchased.
2. Formats accepted:  
Press-optimized pdfs.
  - Fonts and hi-resolution images (300 dpi) embedded.
  - Please make sure color files are setup as CMYK.Jpg, tif or eps:
  - Minimum file size of 600 dpi. (1200 dpi for the best reproduction.)
  - Fonts and images need to be included as separate files on disk or zipped if sent through email.
3. Any ads created on a PC Platform must be processed into a pdf or printed out and submitted as a proof that will be rebuilt.
4. **Please note:** PC fonts can't be used, but they can be replaced with similar mac-based fonts. A printed sample of the font needs to be provided to replicate.

## File Transfer:

1. Files may be submitted through email to [shannon.duffy@mchsi.com](mailto:shannon.duffy@mchsi.com) or by mail on disk or camera-ready to:  
Shannon Duffy  
1416 Southlawn, Des Moines 50315
2. Please do not send files larger than 3mb through email.
3. A hard copy of your ad is required to ensure proper reproduction.

**If unsure about the above guidelines, please feel free to contact  
Mindy Inthalangsy at [mdesign@mchsi.com](mailto:mdesign@mchsi.com) or 515-537-9807.**