



2011 PVDA Ride for Life™

Licensed Dressage Show and Benefit for the Johns Hopkins Avon Foundation Breast Center
Hosted by the Potomac Valley Dressage Association

June 25-26, 2011

Prince George's Equestrian Center and Show Place Arena, Upper Marlboro, MD
www.PVDARideForLife.org



SHOW PROGRAM ADVERTISING

Contributions are tax deductible to the full extent of the law.

PVDA Ride for Life™ Show Program Advertising Sizes and Rates

COVER ADS	SIZE	RATE	INSIDE ADS	SIZE	RATE
Inside Front Cover(if available)	8.5 x 11	\$500	Full Page	8.5 x 11	\$350
Inside Back Cover(if available)	8.5 x 11	\$500	Half-Page Horizontal	8.5 x 5.5	\$250
Outside Back Cover(if available)	8.5 x 11	\$500	Quarter-Page Vertical	4.25 x 5.5	\$150
			Business Card Horizontal	3.5 x 2.0	\$75

- All ads are grayscale with no bleed.
- Submit camera-ready or the following file types: *.AI, *.JPG, *.TIFF, or *.PDF
- You may submit a CD or DVD with your artwork to: Jessica Katz, 1707 Q Street NW, Washington, DC 20009, or contact Jessica at advertising@pvdarideforlife.org (or call 202-265-6494) to arrange an electronic transfer.
- Artwork must be submitted by June 1, 2011 for inclusion in the PVDA Ride for Life Show Program.

Apply to rider's High Pledge Goals: _____
(Rider Name)

Advertiser Information:

Name: _____

Business Name: _____

Address, City, State, Zip: _____

Phone 1: _____ Phone 2: _____

Email: _____

Contact Name if Different from Above: _____

Check Amount: \$ _____ Check Number: _____

Make checks payable to: **PVDA**

Your completed copy of this form serves as your tax receipt.

Due by Wednesday, June 1, 2011

Send completed form and checks to

Jessica Katz
1707 Q Street NW
Washington, DC 20009

For more information, contact:

Jessica Katz
advertising@pvdarideforlife.org
202-265-6494

For more information about the PVDA Ride for Life™ : www.pvdarideforlife.org / info@pvdarideforlife.org

PVDA is a 501(c)(3) non-profit.
Contributions are tax deductible to the full extent of the law.

A copy of the current financial statement of The Potomac Valley Dressage Association is available by writing to PVDA, 17913 Cashell Rd Olney, MD 20832 or by calling 301-774-0794. Documents and information submitted under the Maryland Solicitation Act are also available, for the cost of postage and copies, from the Maryland Secretary of State House, Annapolis, MD 21401, 410-974-5534.

Hosted by:
Potomac Valley
Dressage Association
2011-02-08