

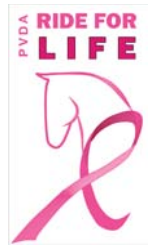


# 2012 PVDA Ride for Life™

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

June 23-24, 2012

Prince George's Equestrian Center and Show Place Arena, Upper Marlboro, MD  
[www.PVDARideForLife.org](http://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](mailto:advertising@pvdarideforlife.org) (or call 202-265-6494) to arrange an electronic transfer.
- Artwork must be submitted by **June 1, 2012** 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 June 1, 2012

#### Send completed form and checks to:

Jessica Katz  
1707 Q Street NW  
Washington, DC 20009

#### For more information, contact:

Jessica Katz  
[advertising@pvdarideforlife.org](mailto:advertising@pvdarideforlife.org)  
202-265-6494

**For more information about the PVDA Ride for Life™ : [www.pvdarideforlife.org](http://www.pvdarideforlife.org) / [info@pvdarideforlife.org](mailto: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  
2012-01-04