



Licensed Dressage Show to benefit the Johns Hopkins Breast Center  
Hosted by the Potomac Valley Dressage Association

**June 23-24, 2018**

Prince George's County 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)	8.5x11	\$500	Full Page	8.5x11	\$350
Inside Back Cover (if available)	8.5x11	\$500	Half-Page Horizontal	8.5x5.5	\$250
Outside Back Cover (if available)	8.5x11	\$500	Quarter-Page Vertical	4.25x5.5	\$150
			Business Card Horizontal	3.5x2.0	\$75

- All ads are greyscale with no bleed.
- Submit camera-ready or the following file types: \*.AI, \*.JPG, \*.TIF, 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 and payment must be received by June 8, 2018 for inclusion in the PVDA Ride for Life Show Program.

#### Advertiser Information:

Name: \_\_\_\_\_

Business Name (if applicable): \_\_\_\_\_

Address (City, State and 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, 2018**

Send Completed form and checks to:  
Jessica Katz  
1707 Q Street, NW  
Washington, DC 20009

For more information, contact:  
Jessica Katz  
<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)**