



**PONY EXPRESS HORSE SHOW CIRCUIT ADVERTISING**  
**For the Annual Directory of the Pony Express Horse Show Circuit, Inc.**  
**Guaranteed Circulation Rate Base:**

**DEADLINE: MARCH 15, 2022**  
**FULL PAYMENT MUST**  
**ACCOMPANY ADVERTISEMENT**

The Pony Express Horse Show Circuit Board of Directors, circuit exhibitors, and advertisers view the Pony Express Directory as a reference tool which is kept and referred to throughout the year. We offer the following guidelines to help you in planning your advertisement.

1. All advertisement material **must** be in the hands of the Directory Coordinator by the deadline.
2. No clip-out, tear-out coupon/application type advertisement will be accepted.
3. Any advertising copy of questionable taste will be referred to the executive committee for approval.
4. Advertisers are not to attempt direct contact with the printer.
5. All ads are kept in our files for one year.
6. Professional photographer proofs will not be accepted without copy of photographer's written permission to use
7. No refunds. AD copy must be sent in a PDF file to the Directory Coordinator.

**BLACK & WHITE RATES:** Standard base rate is typing only with no photographs. Layout Charges will apply if special effects or special frames are required. Photos extra. Ask the Coordinator if in doubt. Pony Express, it's officers, and board of directors cannot be responsible for typographical errors. If you intend to create your own ad, send the file in PDF format using the correct AD SIZE.

**Make Checks**  
**Payable to:**  
**"PEHSC"**

AD SIZE	STANDARD TYPING BASE PRICE	+	LAYOUT & TYPESETTING PRICE	=	TOTAL PRICE
Full Page 4-1/2" x 7-1/2"	\$150.00	+		=	
If you want Build & Design		+	\$ 50.00	=	
Member Show Bills	\$ 50.00	+		=	
Photos from originals to scan		+	\$30.00 ea		
			<b>TOTAL</b>	=	

**Send Advertisement and Payment to:**  
 Tish Rose  
 P.O. Box 435  
 Wellington, MO 64097  
 816-529-1472  
 Tish.rose@hotmail.com

**Do Not Write in this Space**  
**Payment Received:**  
 Date: \_\_\_\_\_  
 Ck#: \_\_\_\_\_ \$ \_\_\_\_\_

Name: \_\_\_\_\_  
 Business/Farm: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Qty./Size: \_\_ Full Pg. \_\_ Show Bill \_\_ Auction Pg.

**ANNUAL AWARDS BANQUET AUCTION**  
**INSIDE FRONT & INSIDE BACK**  
**COVERS & BACK COVER**

**Payment is due at the Banquet**  
**Ad Copy to be received by book deadline**  
**No Refunds.**

Inside Front Cover .....\$ \_\_\_\_\_  
 Inside Back Cover .....\$ \_\_\_\_\_  
 Back Cover .....\$ \_\_\_\_\_

Thank you for participating in the auction of the special pages. This is to confirm which page you have purchased and the price.

The Auction Pages are all inclusive for any photo or photos you wish to include. Please submit your Ad copy in a PDF File.

\_\_\_\_\_ Date \_\_\_\_\_

\_\_\_\_\_ Coordinator's Signature \_\_\_\_\_

\_\_\_\_\_ Purchaser's Signature \_\_\_\_\_