



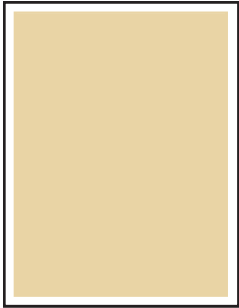
AT LAKEWOOD RANCH

rate sheet/production specs

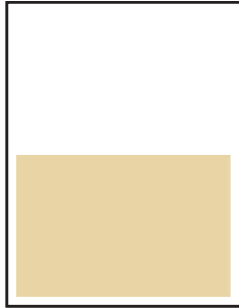
Space Reservation Deadline August 12, 2011  
 Ad Artwork Deadline August 26, 2011

For Space Reservation or Sponsorship Opportunities contact:

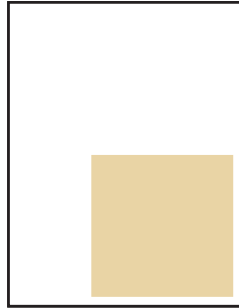
Maryellen Paterson Phone: 941.907.0000  
 Sarasota Polo Club Fax: 941.757.5263  
 8201 Polo Club Lane maryellen.paterson@sarasotapolo.com  
 Sarasota, FL 34240



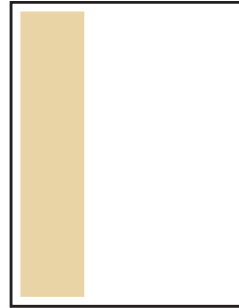
**Full Page**  
 Trim Size: 8 1/2" x 11"  
 Live Area: 7 1/2" x 10"  
 Bleed: 8 3/4" x 11 1/4"



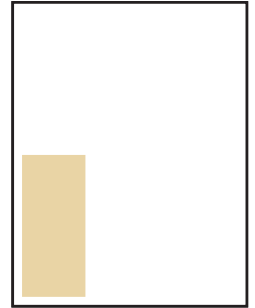
**Half Page**  
 Ad Size: 7 3/8" x 4 7/8"



**1/3 Page Square**  
 Ad Size: 4 13/16" x 4 7/8"



**1/3 Page Vertical**  
 Ad Size: 2 1/4" x 10"



**1/6 Page Vertical**  
 Ad Size: 2 1/4" x 4 7/8"

**Production Requirements**

- Accepted file formats are high resolution TIFF, EPS and high-resolution PDF. Source files and film will NOT be accepted and should be converted to an acceptable format.
- Artwork must be supplied on MAC-readable CD or electronically. Contact qdesign for FTP/electronic delivery options.
- All ads are 4-color process. All images must be CMYK TIFF or EPS. No RGB or JPG images.
- Convert all type to outline where applicable.
- Images should be 300 dpi.
- Spread ads should be created in one file and must provide sufficient bleeds.
- Any ads requiring additional graphic conversions or manipulation will automatically be billed at \$90/hour.

**Required Proofs and Materials**

- A hard copy color proof is required for each ad.
- Include a contact name, phone number and a copy of this contract to ensure proper processing.

**Submit All Artwork to:**

Michelle Qualley 941.360.6604  
 qdesign, LLC mqualley@qdesignllc.com  
 13228 Palmers Creek Ter. FTP: Available on request  
 Lakewood Ranch, FL 34202

Contact qdesign for any production questions or if you need assistance in ad design.

Sarasota Polo Club and qdesign LLC reserve the right to refuse any advertiser and shall not be held liable for any damages due to failure to print ad or publication. Advertisers assume all responsibility for ad content including artwork, logos, text and any unsaid errors and agree to hold Sarasota Polo Club and qdesign harmless. All ads are positioned at the discretion of publisher.

4/C Ad Space	Rate	Buys	Cost
Back Cover (1)		Reserved for Sponsor	
Inside Front Cover (1)		Reserved for Sponsor	
Inside Back Cover (1)	\$2150	X	_____
Premium Position	\$1950	X	_____
Full Page*	\$1750	X	_____
1/2 Page*	\$1250	X	_____
1/3 Page*	\$950	X	_____
1/6 Page*	\$750	X	_____
<b>*Specific ad placement requires a 10% premium: _____</b>			
<b>Total Cost: _____</b>			
<b>50% Deposit Reserves Space: _____</b>			
<b>Balance Due 30 Days Prior to Publication: _____</b>			

Contact: \_\_\_\_\_

Corporation: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

\_\_\_\_\_  
 Advertiser's Signature Date

\_\_\_\_\_  
 Sales Representative Date