



2010 Sho-Me Circuit Horse Show Directory Advertising Rates

The Sho-Me Horse Show Circuit Directory is an *annually published directory* that is referenced throughout the year. It is distributed to over 700 members in Boone, Callaway, Camden, Cole, Miller, Moniteau and Morgan counties. The rates are affordable and your ads will be noticed with the colorful and easy to read format.

To advertise in the Directory, please contact Cheri Messerli at 573-796-4751 or e-mail cheri@mobankers.com.

- **Ads and payment must be received by March 1st**, in order to be printed in the directory.
- Ads placed on first-come, first-serve basis.

ONE FULL PAGE

8" x 10 1/2"

Color
 Front Cover Sponsored by\$350**
 **Company Logo placed on front cover in the 8 x 1 1/2" lower banner box. Front cover is a collage of Sho-Me Circuit youth participants photos. Included in this price is a full page color ad in the directory. (See attached front cover sample.)

Back Cover.....\$300
 Inside Front **or** Back Cover\$225
 Full Page\$175
 1/2 Page.....\$125

Black/White
 Face to Face Full Page (2 pages)\$150
 Full Page\$100

HALF PAGE

8 inches wide x 5 1/4 inches

Black/White
\$70

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| <p>QUARTER PAGE</p> <p>4 inches wide x 5 1/4 inches</p> <p>Black/White \$60</p> | <p>BUSINESS CARD</p> <p>Black/White - \$50</p> |
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Custom Designed Ad

A one-time set-up charge of \$50. This fee includes the cost of **one proof**. The advertiser is responsible for this extra charge and must be made payable to Cheri Messerli prior to printing of the directory. This fee includes the cost of a proof. This charge assumes a normal or standard graphics design process with high-resolution graphics or logos made available.

Contact Cheri Messerli at
573-796-4751 or by e-mail at
cmesserli@mobankers.com.

