



ADVERTISING OPPORTUNITIES

WWW.RK3DE.ORG

KENTUCKY THREE-DAY EVENT FACTS AND STATS

84,000
in attendance in 2016



85% FEMALE

80% attendance from
outside Kentucky



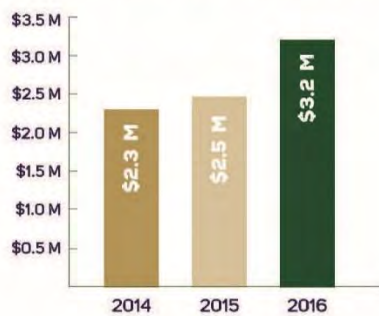
35%
have attended the
event for **6+ years**



60% of patrons have an annual income of **100K+**
33% of patrons annual income range from **150K+**

**69.3% STAY FOR THREE
NIGHTS OR GREATER**

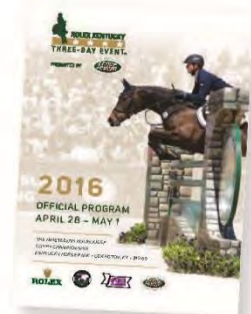
VENDOR PRODUCT SALES



WWW.RK3DE.ORG

received an average of **420,825 page views** from
April 2015 – May 2016, with April 2016 receiving
2.4 MILLION PAGE VIEWS

**7,000 Official Event
Programs will be
produced**



**KENTUCKY THREE-DAY EVENT'S
ANNUAL ECONOMIC IMPACT
ON KENTUCKY = \$14 MILLION**



WWW.RK3DE.ORG



Rolex Kentucky Advertising

\$1,250

- One (1) full page color print advertisement in the Rolex Kentucky Official Program
- 6 month online advertisement on www.RK3DE.org

\$1,050

- One (1) half page color print advertisement in the Rolex Kentucky Official Program
- 3 month online advertisement on www.RK3DE.org

\$650

- Quarter page color print advertisement in the Rolex Kentucky Official Event Program

Print Advertising Dimensions and Material Due Date

<i>Size</i>	<i>Inches W x H</i>	<i>Print Ad Due Date</i>
Full Page with bleed	7" x 10" plus .125" bleed on each side	February 28, 2017
Half Page Vertical with no bleed	3.25" x 9.25"	February 28, 2017
Half Page Horizontal with no bleed	6.5" x 4.5"	February 28, 2017
Quarter Page with no bleed	3" x 4.5"	February 28, 2017



***Final artwork must be submitted as a PDF*

Web Advertising Dimensions and Material Due Date

<i>Size</i>	<i>Format</i>	<i>Web Ad Due Date</i>
216 x 216 pixels	.Jpeg, .Gif, .png	Submit within 10 days of sending the insertion order

*** Animated .Gif ads are accepted*



Advertising Insertion Order Form

Please select

ORDER	RATE	PLEASE CHECK
Full Page Print with 6 month web ad	\$1,250	
Half Page Horizontal Print with 3 month web ad	\$1,050	
Half Page Vertical Print with 3 month web ad	\$1,050	
Quarter Page Print	\$650	

Please provide a sample tear of my ad (please check)

YES	NO

COMPANY INFORMATION

Company Name	
Representative/Title	
Address	
City, State, Zip	
Telephone	
E-Mail	
Signature (required)	



Logos and Titles: EEI logo and name, the Rolex logo and name, the Rolex Kentucky Three-Day Event logo and name, the Rolex Kentucky Three-Day Event Presented By Land Rover logo and name, the Land Rover logo and name, the Kentucky Three-Day Event logo and name, and the below-listed titles and/or any logos of Event Sponsors are protected by U.S. Trademark Laws. These Trademarks may not be used without Official Authorization. Any use, description of or reference to the EEI LOGO, the ROLEX LOGO, the ROLEX KENTUCKY THREE-DAY EVENT LOGO, the ROLEX KENTUCKY THREE-DAY EVENT PRESENTED BY LAND ROVER LOGO, the LAND ROVER LOGO, SPONSOR LOGOS or the titles ROLEX KENTUCKY THREE-DAY EVENT, KENTUCKY THREE-DAY EVENT, CCI**** or 4* KENTUCKY, CCI**** or 4* LEXINGTON, KENTUCKY CCI**** or 4*, LEXINGTON CCI**** or 4*, IN ANY FORM, is prohibited. EEI may at its discretion license use of one or more logos and/or titles (not to include the ROLEX LOGO). If use is granted, any use of the above logos, marks, or titles must be approved by the EEI Office. Contact the EEI office for more information.

PAYMENT: a payment is **REQUIRED** upon submission of an insertion order. Please fill out the following section as it applies to you.

Please check the following payment type that applies to your order		
<i>PAYMENT TYPE</i>	<i>AMOUNT INCLUDED</i>	<i>BALANCE DUE</i>
Paid in full with check		
Partial payment with check		
Credit Card Payment (3.5% transaction fee applied with each credit card payment)		

CREDIT CARD FORM: If you chose to pay with credit card, please fill out the credit card form. The credit card will be processed for payment upon EEI receiving the insertion order.

Advertiser Name			
Name on Credit Card			
Billing Address			
City, State, Zip			
Type of Credit Card (Visa, MC, AMEX)		Credit Card Number	
Expiration Date		Verification Number	

Signature (required) _____ **Date** _____



Please make checks payable to Equestrian Events, Inc.

Please email or mail forms to:

Equestrian Events, Inc.
Development Department
P.O. Box 12110
Lexington, KY 40580-2110

Layson@eq-events.com or Holly@eq-events.com