



ADVERTISING OPPORTUNITIES

LAND ROVER KENTUCKY THREE-DAY EVENT FACTS AND STATS

72,000
in attendance in 2018



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



7,000 Official Event
Programs will be
produced



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

From April 1 – May 3, 2018,
our Website received
3.6 MILLION PAGE VIEWS





Land Rover Kentucky Three-Day Event Advertising Rates

Program Print Options- <i>All ads are full color</i>	Sponsor Rate	Trade Fair Rate	Advertiser Rate	Add On a 6 Month Web Ad Rate
Full Page	\$900	\$1,100	\$1,600	\$300
Half Page	\$775	\$925	\$1,300	\$350
Quarter Page	\$500	\$550	\$800	\$400

Web Advertisement Options	3x Months Rate	6x Months Rate	12x Months Rate
216x216 pixels	\$400/Month	\$300/Month	\$200/Month

Print Advertising Dimensions and Material Due Date

Size	Inches W x H	Print Ad IO and Artwork Due Date
Full Page with bleed	7" x 10" plus .125" bleed on each side	March 1, 2019
Half Page Vertical with no bleed	3.25" x 9.25"	March 1, 2019
Half Page Horizontal with no bleed	6.5" x 4.5"	March 1, 2019
Quarter Page with no bleed	3" x 4.5"	March 1, 2019



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

Web Advertising Dimensions and Material Due Date

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

**** Animated .Gif ads are accepted and web ad will be posted online within 10 days of submitting artwork**



Advertising Insertion Order Form

Please select

ORDER	SPONSOR RATE	PLEASE CHECK	TRADE FAIR RATE	PLEASE CHECK	ADVERTISER RATE	PLEASE CHECK
Full Page Print	\$900		\$1,100		\$1,600	
Half Page Horizontal Print	\$775		\$925		\$1,300	
Half Page Vertical Print	\$775		\$925		\$1,300	
Quarter Page Print	\$500		\$550		\$800	
Full Page Print Ad + 6 Month Web Ad	\$1,350		\$1,400		\$1,900	
Half Page Horizontal Print Ad + 6 Month Web Ad	\$1,225		\$1,275		\$1,650	
Half Page Vertical Print Ad + 6 Month Web Ad	\$1,225		\$1,275		\$1,650	
Quarter Page Print Ad + 6 Month Web Ad	\$900		\$950		\$1,200	
Web Ad 3x Months	\$1,200		\$1,200		\$1,200	
Web Ad 6x Months	\$1,800		\$1,800		\$1,800	
Web Ad 12x Months	\$2,400		\$2,400		\$2,400	

COMPANY INFORMATION

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



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>
Paid in full 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** _____

ADVERTISING CONDITIONS

- A. Logos and Titles. EEI logo and name, the Rolex logo and name, the Land Rover logo and name, the Kentucky Three-Day Event logo and name (or any form of this name in which a title sponsor and/or a presenting sponsor logo would be included) , 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 LAND ROVER LOGO, the KENTUCKY THREE-DAY EVENT LOGO, ALL SPONSOR LOGOS or the titles 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.
- B. Payment: EEI accepts credit cards and checks payable to Equestrian Events. Inc. A 3.5% credit card transaction fee will be applied to all credit cards. Payment is required upon submission of the insertion order.
- C. Tear Requests: Following the event, EEI will mail two (2) copies of the official event program to the address listed on the insertion order.
- D. Approval of Artwork: EEI shall have the right to requests edits to print and web ads should the ad not comply with our logo requirements.



Please email or mail forms to:

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

Karla@eq-events.com or Bailey@eq-events.com