

Program Advertising

Please indicate your choice(s):

- Page One of Book (4-Color) \$5,000.
- Outside Back Cover Ad (4-Color) . . . **SOLD**
- Inside Front Cover Ad (4-Color) . . . Call
- Inside Back Cover Ad (4-Color) . . . Call
- Center of Book Ad (4-Color) Per Page \$4,000.
- Full Page Ad (4-Color) \$1,500.
- Full- Page Black & White Ad \$ 750.
- Half- Page Black & White Ad \$ 400.

Call 908-685-2439 for pricing.

Branding Opportunities

- Last National Steeplechase Fence and Finish Line Banner **SOLD**
- National Steeplechase Fence and Finish Line Banner \$5,000.
(five packages available) Qty: ____ x \$5,000 = ____
- Thirty Second Video Commercial . . \$1,250.
Qty: ____ x \$1,250 = ____
- Check enclosed \$ _____

Company: _____

Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
E-Mail: _____
Signature: _____
Date: _____

Deadline for program ad reservations is
September 9, 2011

The Event

The legendary Far Hills Race Meeting has been held each October for over ninety years, attracting over 40,000 spectators from throughout the Metro NY region. Patrons turn out in their fall finery to enjoy the extravagant festivities and watch world-class steeplechase thoroughbreds and horsemen compete for the richest purse structure on the National Steeplechase Association (NSA) circuit.

This extraordinary event venue, while offering a wide array of branding, hospitality and on-site marketing options from which to choose, provides an unparalleled opportunity to gain maximum access and exposure to a loyal customer base.

Demographic Profile

The Far Hills Races attracts highly-educated, well-informed, high net-worth, professional men and women between the ages of 25 and 49 (65.8%); 90% have college degrees; 67% have incomes over \$150,000 and 66% are married.

Based upon a recent survey, the audiences' awareness of brands presented at the event has a significant sponsor value: 47.5% of those attending were able to site who the leading sponsor was; 38% of those queried stated that this sponsor's image was enhanced by its presence at the event.

The supporters of the event, which already have top product and brand loyalty, generate a tremendous halo effect for premium product companies. In short, any market dollar spent can have both an immediate return as well as long-term benefit!

www.farhillsrace.org



PROGRAM ADVERTISING & BRANDING OPPORTUNITIES

October 22, 2011



**FAR HILLS RACE MEETING
ASSOCIATION, INC.**

P.O. BOX 617, 50 ROUTE 202
FAR HILLS, NEW JERSEY 07931
TELEPHONE: 908-234-9115
FACSIMILE: 908-234-2168
WEBSITE: WWW.FARHILLSRACE.ORG

NEW! Branding Opportunities

Banners and Signage

Last National Steeplechase Fence and Finish Line Banner \$7,500

SOLD

- One 3' x 23' banner on last jump
- One 4' x 6' banner on fence at finish line

National Steeplechase Fences and Finish Line Banners \$5,000

- One 3' x 23' banner on fence jump
- One 4' x 6' banner on fence at finish line (Five of each banner package available)



Video Commercial \$1,250

Thirty-second video spot aired on two 20' x 27' jumbotron screens, visible to an audience of 40,000 spectators and aired live on FarHillsRace.org and NationalSteeplechase.com websites.



For additional information call 908-234-9115.

Program Journal Advertisement Sizes

Page One of Book (4-Color) \$4,000.
 Outside Back Cover (4-Color) **SOLD**
 Inside Front Cover (4-Color) Call
 Inside Back Cover (4-Color) Call
 Center of Book (4-Color) Per Page . . \$4,000.
 Full-Page 4-Color \$1,500.
 Full-Page Black & White \$ 750.
 Half- Page Black & White \$ 400.

- Trim size of publication is 8.5" W x 11"L
- **Electronic files are required for all ads.** Files can be submitted in both PC & MAC platforms using design software programs. Either the application file or a **high resolution PDF with all art & fonts embedded in file is the preferred format – we want you to obtain the optimum benefit from your presentation.**
- Scans should be provided as TIFF, EPS, JPEG and PDF.
- Matching or other high quality proofs are required for color ads.
- Do not use full-bleed ads **except for Inside & Outside covers.**
- Do not frame you advertisement. A border is included as part of the book's design. (see ad template page for details)
- Typesetting and layout services are available for an additional cost, which will be estimated upon request.
- All materials must have register and trim marks.
- Any Prep work required on furnished files will be billed at an hourly rate of \$100.00
- **Artwork cannot be returned.**
- Ad reservations, once accepted, may not be cancelled.

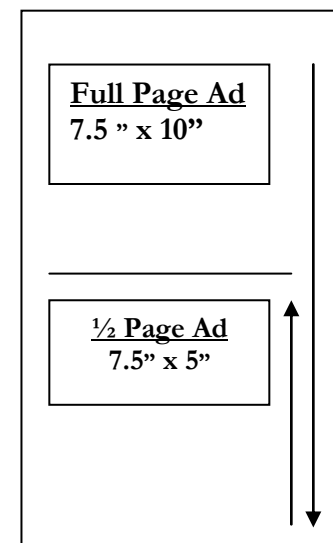
All advertisements and their placement are subject to acceptance by the Far Hills Race Meeting Committee.

Advertisement Production Specifications

Dimensions of Ad Units (See Diagram):

	<u>Width</u>	<u>Length</u>
Full Page/Cover	7 1/2"	10"
Half Page	7 1/2"	5"

Ad Journal Dimensions = 8.5" x 11"



- Electronic files are required for all ads.
- Send all electronic file submissions to: mmazur@somerset-healthcare.com
- **Deadline for submissions of art and payment: September 9, 2011**

For questions, please contact the Far Hills Race Meeting program book coordinator, Mary Ann Mazur on 908-685-2439.