

APPLICATION

Deadline for ad submissions:
September 7, 2018

Please indicate your choice(s):

- Inside Front Cover Ad (4-Color).....\$3,000
- Inside Back Cover Ad (4-Color).....\$3,000
- Center of Book (4-Color), per page...\$2,500
- Full-Page Ad (4-Color).....\$1,500
- Full-Page Ad (Black & White).....\$ 750
- Half-Page Ad (4-Color).....\$ 750
- Half-Page Ad (Black & White).....\$ 400
- Video Commercial.....\$1,500
- National Steeplechase Fence
& Finish Line Banner.....\$5,000

Check enclosed for total amount due: \$ _____

- New advertising copy to be submitted
- Please use the advertising copy submitted
for the 2017 Far Hills Race Program Journal

Company: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

For additional information,
please contact:

Michelle Bull
mbull@farhillsrace.org or (908) 234-9115

THE EVENT

The legendary Far Hills Race Meeting has been held each October for over ninety years, attracting over 35,000 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

While this century-old event carries a built-in, multi-generational demographic base (reserved parking spaces are handed down among families) it is also perceived as a luxury-lifestyle event attracting major corporations and a large audience of affluent professionals drawing primarily from the Metro NY area. Its dynamic structure and venue provide a day-long opportunity for companies to network and cultivate clients in a relaxed, sophisticated atmosphere.

Below is a snapshot of the event's demographics:

- 34% are between the ages of 18-34
- 54% are between the ages of 35-54
- 64% are female, 36% are male
- 90% have college degrees
- 67% have incomes over \$ 150,000
- 66% are married

THE 98TH
RUNNING
OF THE
FAR HILLS
RACE MEETING
SATURDAY 20 OCT 2018



ADVERTISING OPPORTUNITIES



Far Hills Race Meeting Association, Inc.
P.O. Box 617, 50 Route 202
Far Hills, New Jersey 07931

Tel: 908-234-9115
Fax: 908-234-2168

www.farhillsrace.org

PROGRAM JOURNAL ADVERTISEMENT SIZES

| | |
|---|---------|
| Inside Front Cover Ad (4-Color) | \$3,000 |
| Inside Back Cover Ad (4-Color) | \$3,000 |
| Center of Book Ad (4-Color) per page . . | \$2,500 |
| Full-Page Ad (4-Color) | \$1,500 |
| Full-Page Ad (Black & White) | \$ 750 |
| Half-Page Ad (4-Color) | \$ 750 |
| Half-Page Ad (Black & White) | \$ 400 |

- Trim size of publication is 8.5" W x 11" L
- **Electronic files are required for all ads.** Files must be submitted as high resolution PDFs or Mac native files in Adobe InDesign 4.0 or older or QuarkXpress 9 or older (no PC native files – i.e., Word files). **We want you to obtain the optimum benefit from your presentation.**
- Scans, photos and logos need to be in high resolution formats and should be provided as TIFF, EPS, JPEG, or PDF.
- **Inside and Outside covers are all full bleed.**
- Do not frame your 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, and 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.
- Ad reservations, once accepted, may not be cancelled.

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

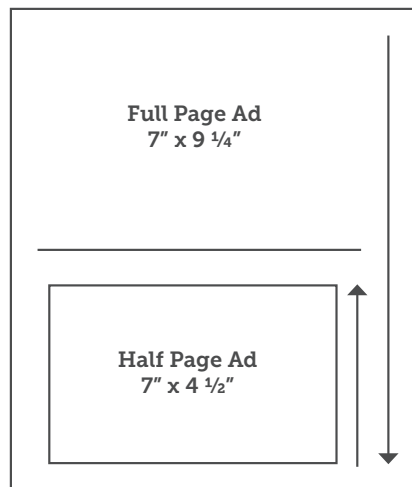
ADVERTISEMENT PRODUCTION SPECIFICATIONS

DEADLINE FOR SUBMISSIONS OF ADS AND PAYMENT:
SEPTEMBER 7, 2018

Dimensions of Ad Units (See Diagram):

| | Width | Length |
|----------------------|-------|------------------|
| Cover Ads | 8 ½" | 11" (full bleed) |
| Full Page Ads | 7" | 9 ¼" |
| Half Page Ads | 7" | 4 ½" |

PROGRAM JOURNAL DIMENSIONS = 8.5" X 11"



- Electronic files are required for all ads.
- Send all electronic file submissions to: Michelle Bull at mbull@farhillsrace.org

ADDITIONAL ADVERTISING OPPORTUNITIES

National Steeplechase Fence and Finish Line Banners

\$5,000

Purchase a package of one 2'x30' banner on fence jump and one 3'x5' banner on fence at finish line. Visible throughout the day on live video broadcast.

Video Commercials

\$1,500

Your thirty-second video spot will be aired on two 27' x 20' jumbotron screens, visible to an audience of 35,000 spectators. Also aired live on FarHillsRace.org and NationalSteeplechase.com websites.

Vendor Village

Join a special group of select vendors selling merchandise in the exclusive Hilltop area. Decorate your tent any way you like – and be part of the fun.

**For additional information,
please contact Michelle Bull at
mbull@farhillsrace.org • 908-234-9115**



FAR HILLS RACE MEETING