



# THE HAMPTON CLASSIC PROGRAM ADVERTISING CONTRACT NATIONAL RATES AUGUST 23 - 30, 2020

CLOSING DATE FOR AD CONTRACTS: **JULY 3, 2020**  
ADVERTISING MATERIALS DEADLINE: **JULY 10, 2020**

**Four Color Options & Rates**

- |   |   |
|---|---|
| <input type="checkbox"/> Inside Front Cover .....\$7500 | <input type="checkbox"/> Full Page ..... \$3000 |
| <input type="checkbox"/> Inside Back Cover .....\$5000  | <input type="checkbox"/> 1/2 Page. .... \$2000  |
| <input type="checkbox"/> Back Cover ..... <b>SOLD</b>   |   |

.....  
: **We offer a 10% discount to advertisers who remit payment in full by the ad deadline (Payment must be**  
: **received by the Hampton Classic by July 10th.) All payments are due by August 1st.**  
: .....

**Conditions and Production Specifications: Please see reverse side of this form.**

Name of Business \_\_\_\_\_

Agency Name (if applicable) \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**COPY INSTRUCTIONS**

- New ad enclosed
- Use same ad as last year
- New ad to come by July 10

**PAYMENT INSTRUCTIONS**

A minimum deposit of 50% is required upon signing.

\_\_\_\_\_ Deposit Amount Paid

\_\_\_\_\_ Balance Due by 8/1/20

**Payment Options:** Checks made payable to "Hampton Classic" or American Express.

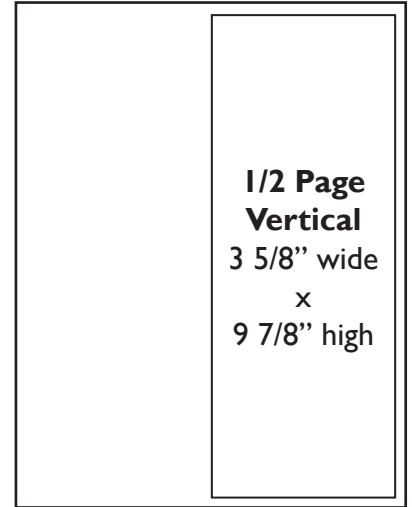
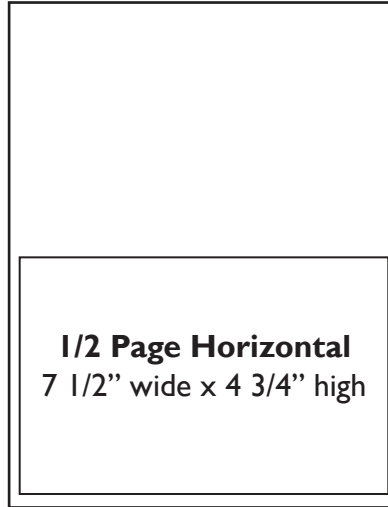
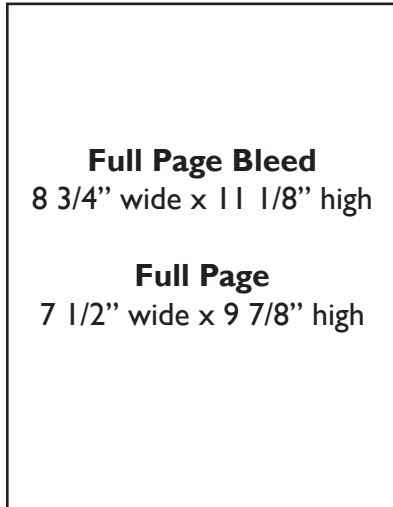
AMEX # \_\_\_\_\_  Check Enclosed

Exp. Date CCV \_\_\_\_\_

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

**SEND THIS ORIGINAL IN WITH YOUR DEPOSIT  
KEEP A COPY FOR YOUR RECORDS**

# SPECIFICATIONS



**Printing:** Webpress on coated stock; perfect bound.

**Trim size:** **8.5" X 10.875"**  
7.5" X 9.875" - Safety  
8.75" x 11.125" - Bleed

**Digital Requirements:** Always remember to have in your possession a back-up of all of your files. Please send us a press quality PDF file of your ad. The layout must be done in a design program such as Adobe InDesign or Illustrator. Please be sure to include all fonts and high resolution images at a minimum of 300 dpi. All full color images must be high resolution CMYK images. Adobe Illustrator EPS files must have all linked images included on disk and fonts must be converted to outlines. All imported files such as TIFF & EPS should accompany the document. If there are any complications with your ad requiring production work. You will be responsible for an additional fee of \$150.00. If you are unable to create the ad, we can suggest a local design firm to assist you. All costs associated with the design of your ad and/or production charges will be at your own expense.

**Electronic Files:** Ads should be emailed (keeping the file under 25MB), or sent using a file transfer service (ex: Dropbox/ We Transfer etc.) if over 25MB. Send to [Rosanna@hamptonclassic.com](mailto:Rosanna@hamptonclassic.com). Ads will be preflighted in house before being sent to the printer to catch any problems ahead of time. If there are any issues sending the ad to us, please contact [Rosanna@hamptonclassic.com](mailto:Rosanna@hamptonclassic.com) to receive ftp instructions directly to Lane Press.

**Ship color proofs to:** The Lane Press  
Attn: Hampton Classic Program  
84 Meadowland Drive  
South Burlington, VT 05403  
800-733-3742

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