



OFFICIAL RACE PROGRAM ADVERTISING AGREEMENT



Dear Program Advertiser,

The races are quickly approaching, once again chasing traditions and crowning champions at Springdale Race Course. We would like to extend the invitation to be apart of this unique event through advertising in our program. This is a great opportunity to show your support for this event as well as promote your business. We greatly look forward to hearing from you.

The deadline for receiving this agreement, payment and artwork is Friday, December 11, 2020.

Please indicate preferred ad size • All rates net • Races run rain or shine • No refunds • See reverse for artwork specifications

The finished size book is 4.25" x 9".

- B&W Full Page\$300 3.5" wide by 8.25" deep, no bleed **image area**
- B&W Half-Page\$175 3.5" wide by 4" deep, no bleed **image area**
- B&W Business Card Size\$125 3.5" wide by 2" deep, no bleed **image area**

- Please use last year's art with no changes
- I will send new artwork to printer by **December 11, 2020.**

Contact Name: _____ Phone Number: _____

Company Name (if applicable): _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Payment Method: Check enclosed (payable to: Carolina Cup Racing Association) **I opted to rollover my 2020 Program Ad payment to 2021**
 VISA, MasterCard, Discover & AMEX

Name on Credit Card: _____ Authorized Signature: _____

Billing Address of Credit Card: _____
Expiration Date

Card Number _____ / _____
month / year Sec. Code

Thank you to those who opted to rollover your Program Advertisement payment from the 2020 Carolina Cup to the 2021 Race. Your support is greatly appreciated.

The Advertiser hereby authorizes the Carolina Cup Racing Association, Inc. (CCRA) to publish an advertisement in the Official Race Program and agree to the rate as specified within. Advertising material is subject to acceptance by CCRA. CCRA will not be responsible for any typographical or publication errors nor is the advertisement subject to refunds or review prior to print. Please note: CCRA will not provide proofs to advertisers.

Send Ad agreement with Check or Credit Card to:
Carolina Cup Racing Association, Inc.
PO Box 280
Camden, SC 29021
Phone: (803) 432-6513 •
Email: jena@carolina-cup.org
website: carolina-cup.org

ADVERTISING ARTWORK SPECIFICATIONS

Send Ads and electronic files to:

Midlands Printing, Inc.

P. O. Box 709 • Camden, SC 29021

Phone: 803-243-0962

Email: bford@proprinters.com

Please put "Carolina Cup" in subject line of artwork sent by email.

Important Information:

- Please send camera-ready or digital art with correct dimensions to Midlands Printing, Inc., by **December 11, 2020**. CCRA reserves the right to edit and size ad space when necessary. Photocopies, raised print on business cards or poor quality laser prints are not camera ready.
- If you do not have camera-ready art, Midlands Printing will be pleased to provide you with a quote.

Digital Artwork:

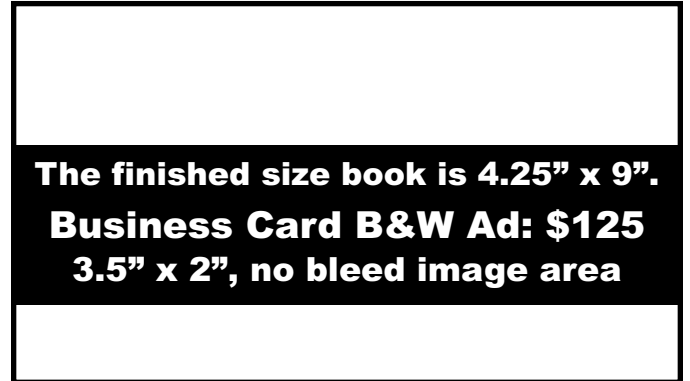
Line screen: 150 • DPI Resolution 300 • Black and white ads send in PDF format should be sent in grayscale with embedded fonts • Four-color ads should be separated as CMYK • High-resolution scans should be TIFF files • Provide all printer and screen fonts • Provide original artwork and a hard copy of ad for reference.

Software Capabilities:

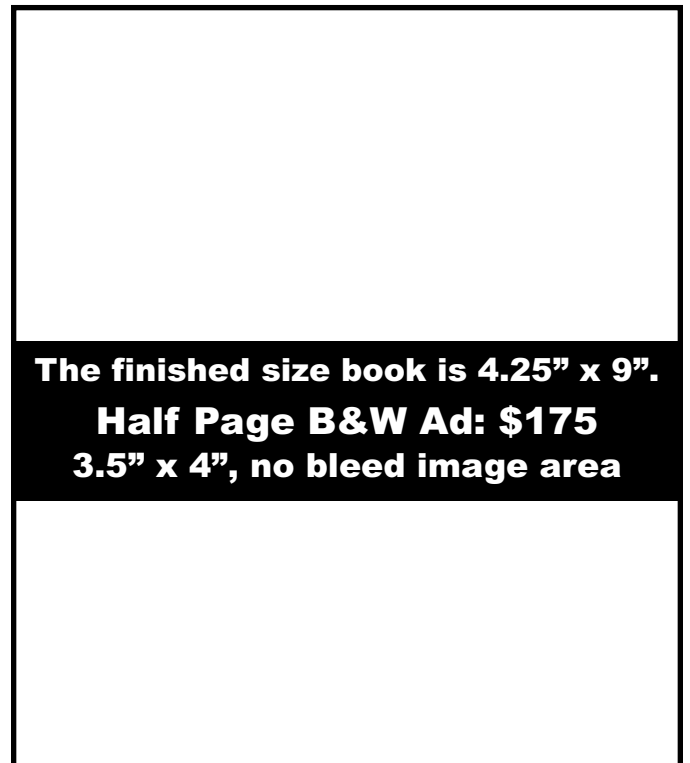
QuarkXpress 9.3 • Illustrator CC 2018 • Photoshop CC 2018 • InDesign CC 2018 • Hi-Rez PDF files



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