

2006 Midwest Stallion Directory - Horse Advertisement Order Form

(ONLY ONE HORSE PER FORM)

CONTACT INFORMATION		
Your Name:		Phone 1:
Street Address:		Phone 2:
City:	State:	Zip:
Organization:		Fax:
WebSite: http://		E-Mail:
Horse Name:		

SELECT HORSE ADVERTISEMENTS

Advertisement Choices

Check	Ad Type	Price*
<input type="checkbox"/>	Front/Back Cover	Call for price
<input type="checkbox"/>	Inside Front/Back Cover	Call for price
<input type="checkbox"/>	Full Page	\$270
<input type="checkbox"/>	1/2 Page	\$165
<input type="checkbox"/>	1/4 Page	\$110
<input type="checkbox"/>	1/6 Page	\$65
<input type="checkbox"/>	Business Card	\$25
<input type="checkbox"/>	Stallion Showcase	\$45
<input type="checkbox"/>	Stallion Directory	\$10
<input type="checkbox"/>	Horse For Sale	\$45
<input type="checkbox"/>	Web Ad-Horse	\$5

*Prices good until April 28, 2006.

Total Print Charges	\$ _____
Total Web Charges	\$ _____
TOTAL	\$ _____

HORSE DETAILS

Breed		Color	
Year Foaled		Please select:	
		<input type="checkbox"/> For Sale \$ _____	Gender:
		<input type="checkbox"/> For Lease \$ _____	<input type="checkbox"/> Gelding
		<input type="checkbox"/> At Stud \$ _____	<input type="checkbox"/> Mare
		<input type="checkbox"/> Stallion	
Sire:			
Dam:			
40 Word Description (Awards, Honors, Records, etc)			

STALLION INFORMATION

Stud Fee:	Booking Fee:	Chute Fee:	Other Fees:
Guarantees/Discounts	Breeding Methods	Genetic Factors	Incentives
<input type="checkbox"/> Introductory Year <input type="checkbox"/> Multiple Mare Discount <input type="checkbox"/> Live Foal Guarantee <input type="checkbox"/> Live Color Foal Guarantee	<input type="checkbox"/> AI Only <input type="checkbox"/> Live Cover Only <input type="checkbox"/> TCOSA <input type="checkbox"/> Frozen Semen <input type="checkbox"/> First Shipment Free	<input type="checkbox"/> Lethal White Negative <input type="checkbox"/> HYPP N/N <input type="checkbox"/> SCID Clear <input type="checkbox"/> Others (Below) 1.) _____ 2.) _____	<input type="checkbox"/> Breeders Trust <input type="checkbox"/> Incentive Fund <input type="checkbox"/> NRHA Sire & Dam <input type="checkbox"/> NSBA Incentive <input type="checkbox"/> Other Incentives (Below)
			<input type="checkbox"/> Other (List Below) 1.) _____ 2.) _____ 3.) _____

 I have read the agreed to the terms and conditions of the Midwest Stallion Directory. Furthermore, I confirm and agree to the charges summarized above.

Signature: _____ Date: _____

*****OFFICE USE ONLY*****

Sales Representative Signature: _____ Date: _____

Payment Amount:	\$ _____
Method of Payment:	_____

Attachments/Images

Updated to: Web: _____ Print: _____

Notes:

2006 Midwest Stallion Directory - Business Advertisement Order Form

CONTACT INFORMATION

Your Name:			Phone 1:
Street Address:			Phone 2:
City:	State:	Zip:	Fax:
Organization:		E-Mail:	
WebSite: http://			

SELECT BUSINESS ADVERTISEMENTS

Quantity	Ad Type	Price*
	Front/Back Cover	Call for price
	Inside Front/Back Cover	Call for price
	Full Page	\$270
	1/2 Page	\$165
	1/4 Page	\$110
	1/6 Page	\$65
	Business Card	\$25
	Business Index	\$10
	Business Index Bold	\$15
	Business Index Bold Box	\$25
	Business Index Other	Call for price
	Web Ad-Business	\$5

Select the business categories from the listing on the back of this sheet. Your business may appear under more than one category. The cost is \$10 per category.

Please print your Business Index Listing exactly as you would like it to appear in this publication.

Business Name
Business Address
Business Phone:

*Prices good until April 28, 2006.

Total Print Charges	\$ _____
Total Web Charges	\$ _____
TOTAL	\$ _____

Index Directory Descriptive Line	(Bold
Listings and Bold Box Listings Only)	

 I have read and agreed to the terms and conditions of the Midwest Stallion Directory. Furthermore, I confirm and agree to the charges summarized above.

Signature: _____ Date: _____

*****OFFICE USE ONLY*****

Sales Representative Signature: _____ Date: _____

Payment Amount:	\$ _____
Method of Payment:	_____

Attachments/Images

Updated to: Web: _____ Print: _____

Notes:

2006 Midwest Stallion Directory-Advertisement Order Form

Midwest Stallion Directory Terms and Conditions:

Terms: All offers to place advertisements are subject to publisher's approval. Acceptance of advertising will be made in accordance with published terms and rates at the time the order was placed. The publisher is not bound by any conditions, printed or otherwise, appearing on the order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card.

Cancellations: Advertisements cancelled after the deadline will be charged 75% of the ad as set forth on the rate card.

Errors: The publisher assumes no liability except to publish the correction in the case of a typographic error or omission.

Circulation: At least 5000 FREE copies will be distributed throughout the Midwest. Additional copies may be sold for price.

Layout/Design Fees: We can design and layout your advertisement for an additional fee. Design fees are available online and/or please contact the Midwest Stallion Directory for a quote.

Mechanical Requirement: Ads must be sent camera ready. If artwork is not camera ready, you will be charged a layout fee. Any possible change in association with re-working your advertisement will be discussed prior to work being started. Standard design fees are available online and/or please contact the Midwest Stallion Directory for a quote. Please send only good quality, artwork and clear photographs. We accept ad materials on disk and through emails with the following extensions, tif., or jpeg. Images should be a minimum of 150 dpi with 300 dpi being preferred. Ads can be e-mailed to info@midweststalliondirectory.com.

Payment Terms: Payment is required in advance for all advertising. Mastercard/Visa/AmEx accepted through Pay Pal. All individual accounts, invoices, ads, etc. exceeding \$400 require a 50% non-refundable deposit at the time of order. All individual accounts, invoices, ads, etc. under \$400 must be paid in full at the time of order. A fee of \$35 will be charged on all returned checks

Late Charges: All individual accounts, invoices, ads, etc. not paid-in-full within 45 days of origination shall be assessed a \$25 late charge and shall accrue interest at the maximum legally allowable interest rate.

Privacy Policy: The Midwest Stallion Directory has implemented its Privacy Policy in order to protect the privacy of your information. We will never willfully sell, trade, or rent, any personally identifiable information about you to any third party without first receiving your permission. If you are an owner of a copyright that you think may be infringed on this site, please send an email info@midweststalliondirectory.com.

Copyright Agreement: In no form should the concept of the idea of The Midwest Stallion Directory be repeated or reproduced so as to promote personal profit.

Ad Deadline: April 28, 2006 **Questions -** Contact Midwest Stallion Directory; 816-898-7299 or info@midweststalliondirectory.com.

Business Index Category Headings- Circle your choice(s).

Advertising	Breeding-Equipment	Fencing	Rodeo
Apparel-Custom Made	Breeding- Other	Festivals/Expos	Ropes
Apparel-English	Camps	Fly Control	Stalls
Apparel-Saddle Seat	Chaps	Gifts- Breyer Horses	Stallion Service Auctions
Apparel- Western	Chiropractors	Gifts- Other	Supplements
Appraisers	Clinicians	Graphic Designers	Tack
Announcers	Computer Software	Grooming	Tails
Art	Consignment Companies	Grooming Products	Trailers
Arenas	Dentists	Hardware- Hay Racks	Trainers-Stock Horse Breeds Halter
Associations- Local	Dogs	Hay Suppliers	Trainers- Stock Horse Breeds-Pleasure
Associations- National	Driving-Carriage Repairs	Health Equipment	Trainers- Reining
Auctioneers	Driving-Harness and Equipment	Holistic Remedies	Trainers- English
Auctions	Educational Programs	Horse Drawn Equipment	Trainers- Saddle Seat
Awards/Trophies/Ribbons	Education- Farrier School	Horses For Sale	Trainers- Jumping
Barn Builders	Entertainment- Carriage Rides	Insurance	Trainers- Dressage
Bedding	Entertainment- Children's Parties	Jewelry	Trainers- Racing
Bed and Breakfast	Entertainment- Hay Rides	Judges	Transportation
Blankets	Entertainment- Pony Rides	Massage	Truck Dealers
Boarding	Entertainment- Trail Rides	Mules	Veterinarians
Books	Exercise Therapy	Overnight Stabling	Vet Schools
Boots	Farriers	Photographers	Video Production
Breeding- AI	Farrier Equipment and Supplies	Publications	Web Design
Breeding- Embryo Transfer	Feed and Farm Supplies	Real Estate	Welding