

Advertisement Rates & Specs



WHITETAIL SALES
Auction
SERVICE

To The Auction We Will Go

ADVERTISEMENT RATES

TOP 30 WHITETAIL EXTRAVAGANZA - NORTH

<input type="checkbox"/> Single Full Page	\$750	
<input type="checkbox"/> Double Page	\$1350	\$150 Discount
<input type="checkbox"/> Triple Page	\$1,950	\$300 Discount
<input type="checkbox"/> Quadruple Page Best Deal!!	\$2,200	\$800 Discount
<input type="checkbox"/> Front Cover (up to 3 buck pics and logo)	\$3,500	
<input type="checkbox"/> Back Cover	\$3,000	
<input type="checkbox"/> Front Inside Cover SPREAD	\$3,000	
<input type="checkbox"/> Back Inside Cover SPREAD	\$2,500	
<input type="checkbox"/> Booths	\$500	

TOP 30 WHITETAIL EXTRAVAGANZA - TEXAS

<input type="checkbox"/> Single Full Page	\$500	
<input type="checkbox"/> Double Page	\$900	\$100 Discount
<input type="checkbox"/> Triple Page	\$1,275	\$225 Discount
<input type="checkbox"/> Quadruple Page Best Deal!!	\$1,500	\$500 Discount
<input type="checkbox"/> Front Cover (up to 3 buck pics and logo)	\$2,500	
<input type="checkbox"/> Back Cover	\$2,000	
<input type="checkbox"/> Front Inside Cover SPREAD	\$2,000	
<input type="checkbox"/> Back Inside Cover SPREAD	\$1,500	
<input type="checkbox"/> Booths	\$500	

NADEFA SPRING OPEN

<input type="checkbox"/> Single Full Page	\$500	
<input type="checkbox"/> Double Page	\$900	\$100 Discount
<input type="checkbox"/> Triple Page	\$1,275	\$225 Discount
<input type="checkbox"/> Quadruple Page Best Deal!!	\$1,500	\$500 Discount
<input type="checkbox"/> Front Cover (up to 3 buck pics and logo)	\$2,500	
<input type="checkbox"/> Back Cover	\$2,000	
<input type="checkbox"/> Front Inside Cover SPREAD	\$2,000	
<input type="checkbox"/> Back Inside Cover SPREAD	\$1,500	

MULTI-CATALOG PACKAGE DEALS

Advertisement Packages to Reserve Space in all Three Auction Catalogs:
Top 30 North, Top 30 Texas, Nadeffa Spring Open

<input type="checkbox"/> Single Page in All 3 Catalogs	\$1,600	\$150 Discount
<input type="checkbox"/> Double Page in All 3 Catalogs	\$3,000	\$200 Discount
<input type="checkbox"/> Triple Page in All 3 Catalogs	\$4,200	\$300 Discount
<input type="checkbox"/> Quadruple Page in All 3 Catalogs	\$4,700	\$500 Discount

ADVERTISEMENT SPECS

email ads to: whitetailsalesauktion@gmail.com

FULL PAGE AD

Final Ad Size w/ Bleed
5.75" x 8.75"

Live Area
5" x 8"

LIVE AREA
Keep All Important Elements (type, logos, etc.) inside this area.

MARGIN (1/4" Margin on all 4 sides)
Safety Zone between the advertisement live area and the page trim. Paper may move while cutting and this area may be trimmed from the page.

BLEED (1/8" Bleed on all 4 sides)
Outside of the page trim, necessary to prevent a white line around the advertisement. All elements in this area will be cut off.

FILE REQUIREMENTS
Resolution: 300 dpi
Color Format: cmyk
File Type: .jpg or .pdf
(file saved as Company Name)

HALF PAGE HORIZONTAL

Final Ad Size w/ Bleed
5.75" x 4.375"

Live Area
5" x 4"

2 PAGE SPREAD

Final Ad Size w/ Bleed
11.25" x 8.75

Live Area
8" x 10"

(1/2" seam down the middle for binding)

WHITETAIL SALES AUCTION SERVICE

11977 Main Street | Ft. Loudon, PA 17224
EMAIL: whitetailsalesauktion@gmail.com
FAX #: 1.717.674.6138

CLAYTON ARMSTRONG PH: 717.830.0770
Owner & Auction Coordinator

DARIN WITMER PH: 717.599.8168
Administrative Assistant

AMOS STOLTZFUS PH: 717.327.9664
Administrative Assistant

TO RESERVE YOUR ADVERTISEMENT OR BOOTH SPACE Contact Us at...

Advertisement Contract



WHITETAIL SALES
Auction
SERVICE

To The Auction We Will Go

ADVERTISEMENT RATES

TOP 30 WHITETAIL EXTRAVAGANZA - NORTH

- Single Full Page\$750
- Double Page\$1350
- Triple Page.....\$1,950
- Quadruple Page *Best Deal!!*.....\$2,200
- Front Cover (up to 3 buck pics and logo).....\$3,500
- Back Cover\$3,000
- Front Inside Cover SPREAD\$3,000
- Back Inside Cover SPREAD.....\$2,500
- Booths.....\$500

TOP 30 WHITETAIL EXTRAVAGANZA - TEXAS

- Single Full Page\$500
- Double Page\$900
- Triple Page.....\$1,275
- Quadruple Page *Best Deal!!*.....\$1,500
- Front Cover (up to 3 buck pics and logo).....\$2,500
- Back Cover\$2,000
- Front Inside Cover SPREAD\$2,000
- Back Inside Cover SPREAD.....\$1,500
- Booths.....\$500

NADEFA SPRING OPEN

- Single Full Page\$500
- Double Page\$900
- Triple Page.....\$1,275
- Quadruple Page *Best Deal!!*.....\$1,500
- Front Cover (up to 3 buck pics and logo).....\$2,500
- Back Cover\$2,000
- Front Inside Cover SPREAD\$2,000
- Back Inside Cover SPREAD.....\$1,500

MULTI-CATALOG PACKAGE DEALS

*Advertisement Packages to Reserve Space in all Three Auction Catalogs:
Top 30 North, Top 30 Texas, Nadeffa Spring Open*

- Single Page in All 3 Catalogs\$1,600
- Double Page in All 3 Catalogs\$3,000
- Triple Page in All 3 Catalogs\$4,200
- Quadruple Page in All 3 Catalogs.....\$4,700

PAYMENT: Invoices will be sent to the Advertiser on the Invoice Date as stated in the Production Schedule. Full payment of each invoice is due to the Publisher no later than 30 days upon receipt.

CANCELLATION POLICY: In the instance of a cancellation, the Advertiser will have the opportunity to roll over to next auction catalog.

ADVERTISING GUIDELINES & ACCEPTED FORMATS: High-resolution .pdf or .jpg preferred. All photos must be 300 dpi in CMYK. If RGB images are supplied we will automatically convert to CMYK. Your file may not look the same as the RGB version. FTP downloads and emails accepted of high-resolution files. Submit all files in digital format. Supplied ads that do not comply with the following specifications will be corrected and the advertiser will be billed for the required production.

TERMS: In order for Whitetail Sales Auction Catalogs to stay on schedule, we must receive ad submissions by the due date. If we do not receive notification by the due date regarding which ad to run, the most recently submitted ad will be run until notified otherwise.

This agreement for advertising is entered into with Whitetail Sales Auction Service for placement of an advertisement in catalogs marked by the checked box.

RATE: The total rate _____

is which includes a discount of _____

I have read and agree to Advertising Terms & Conditions

Signature: _____

Print Signature: _____

Date: _____