

# ADVERTISING INSERTION CONTRACT



COMPANY NAME \_\_\_\_\_

Billing Address \_\_\_\_\_

Town State Zip \_\_\_\_\_

Country \_\_\_\_\_

With this document, I request that Hoofcare & Lameness use our advertisements in the following \_\_\_\_\_ issues of the magazine.

Please check issues in which ads should run    79    80    81    82    83    84    85

Ad or Product Name \_\_\_\_\_

Ad size (please check one)    Two-page spread    Full Page    2/3 page  
1/2 page    1/3 page vertical    1/3 page square    1/3 page horizontal  
1/4 page horizontal    1/6 page vertical    1/6 page horizontal    mini ad  
other (please specify)

Position:    Run of Book (publisher's choice)  
Guaranteed position (Please specify: \_\_\_\_\_)

Color specs:    Four-color    Two-color    Black and white

Production (please specify)    Ad will be sent ready to print    Ad will need changes  
Ad will need to be created by Hoofcare staff

Note: FIRST-TIME ADVERTISERS MUST PAY IN ADVANCE. Visa or Mastercard accepted.  
Payment is due on signing of this contract.    Check enclosed    Visa    Mastercard

Credit card number and expiration: \_\_\_\_\_

Please sign and date this form to acknowledge your acceptance of the terms stated on our rate card and return one copy to Hoofcare & Lameness.

Signature of company representative \_\_\_\_\_

Date of signing \_\_\_\_\_

PLEASE COPY A COPY OF THIS CONTRACT; mail or fax a signed copy to Hoofcare office: