



# OFFICIAL RACE PROGRAM ADVERTISING AGREEMENT

Dear Program Advertiser,

It is time once again for chasing traditions and crowning champions at Springdale Race Course. The races are quickly approaching and we would like to extend the invitation to be apart of this unique event through our program advertising. 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 Wednesday, January 31, 2024.**  
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 **January 31, 2024.**

Contact Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Payment Method:     Check enclosed (payable to: Carolina Cup Racing Association)

VISA, MasterCard, Discover & AMEX

Name on Credit Card: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

Billing Address of Credit Card: \_\_\_\_\_

Expiration Date

\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_-  
Card Number

\_\_\_\_\_/\_\_\_\_\_  
month / year

\_\_\_\_\_  
Sec. Code

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: [bracey@carolinacup.org](mailto:bracey@carolinacup.org)  
Website: [carolinacup.org](http://carolinacup.org)

# ADVERTISING ARTWORK SPECIFICATIONS

## Send Ads and electronic files to:

Professional Printers

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:

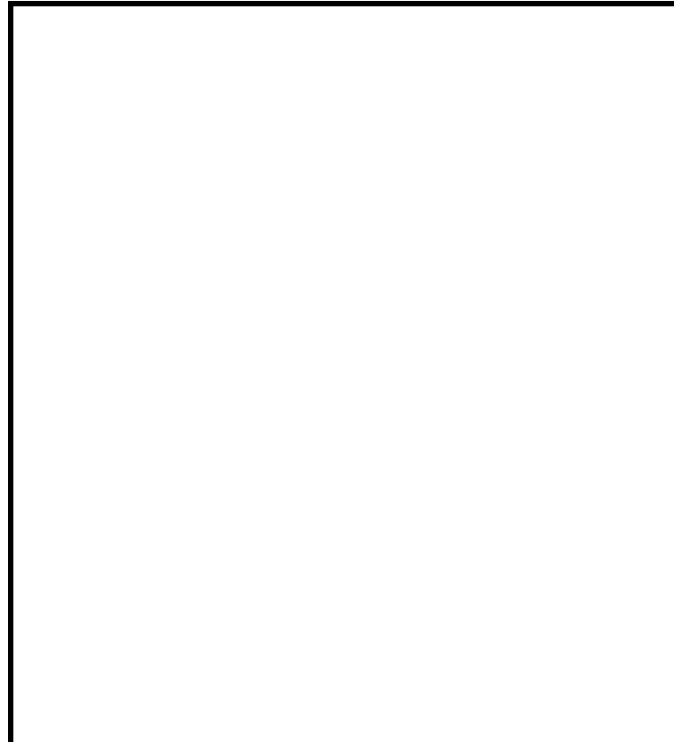
- Please send camera-ready or digital art with correct dimensions to Professional Printers by **January 31, 2024**. CCRA reserves the right to edit and size ad space when necessary. Photocopies, raised print on business cards or poor quality laser prints are not camera ready.
- If you do not have camera-ready art, Professional Printers will be pleased to provide you with a quote.

## Digital Artwork:

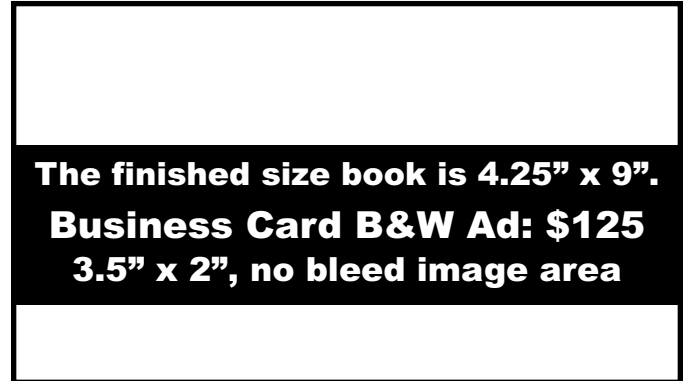
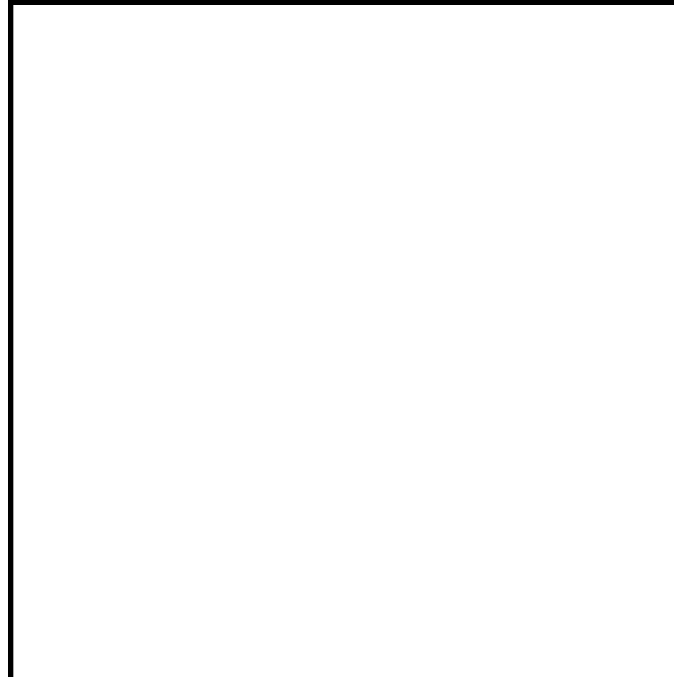
Line screen: 150 • DPI Resolution 300 • Black and white ads send in PDF format should be sent in grayscale with embedded fonts • Four-color ads should be separated as CMYK • High-resolution scans should be TIFF files • Provide all printer and screen fonts • Provide original artwork and a hard copy of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

## Software Capabilities:

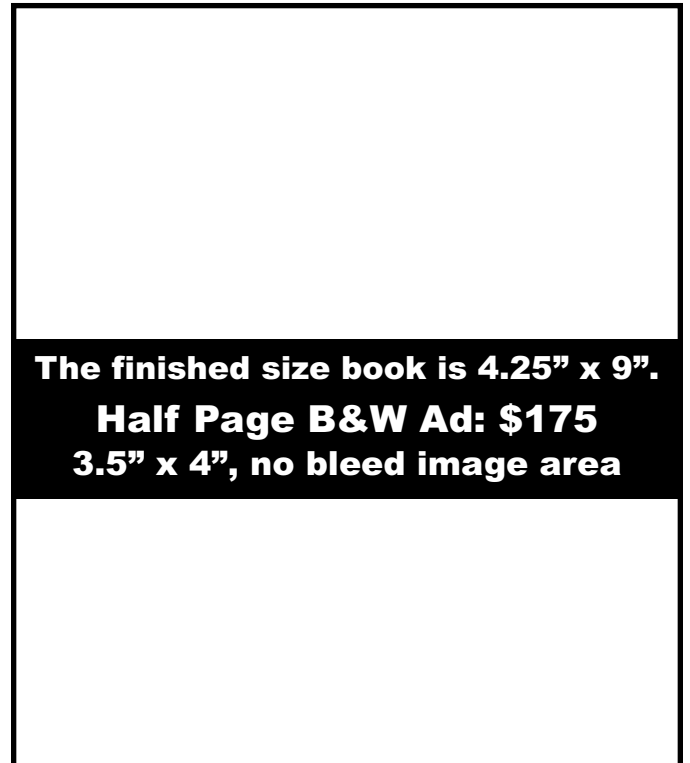
QuarkXpress 9.3 • Illustrator CC 2018 • Photoshop CC 2018 • InDesign CC 2018 • Hi-Rez PDF files



**The finished size book is 4.25" x 9".  
Full Page B&W Ad: \$300  
3.5" x 8.25", no bleed image area**



**The finished size book is 4.25" x 9".  
Business Card B&W Ad: \$125  
3.5" x 2", no bleed image area**



**The finished size book is 4.25" x 9".  
Half Page B&W Ad: \$175  
3.5" x 4", no bleed image area**