

# Event Program Advertising

**OCALA JOCKEY CLUB**  
International 3-Day Event  
**Thoroughbred Awards Included**  
**FAMILY FALL FESTIVAL**  
November 12-15, 2020

## Equestrian Demographics:

- 3,500 live event attendees at inaugural 2016 Event
- Average income \$185,000
- 40% live on a farm, 66% of those are 10 acres or more
- Own three vehicles
- 85% women



[www.OJC3de.com](http://www.OJC3de.com)

## Specifications:

Select Quantity	Size	Full Color Price	Vendor Price (25% discount)	Safe Area Dimensions (page size 8.5"x11", +1/4" bleed margins)
	Full Page	\$1250	\$937.50	7.5" wide x 10" high
	2/3 Page	\$1000	\$750.00	5" wide x 10" high
	Half Page	\$750	\$562.50	7.5" wide x 5.5" high
	1/3 Page	\$600	\$450.00	2.5" wide x 10" high, or 7.5" wide x 3.5" high
	1/4 Page	\$450	\$337.50	3.75" wide x 5.5" high
	Inside cover	\$1750	\$1312.50	7.5" wide x 10" high
	Back cover	\$1950	\$1462.50	7.5" wide x 10" high

**Ad reservation deadline: October 28. Ad submission deadline: Nov 2.**

All ads must be submitted as pdf, tiff or jpg files. Minimum 300 dpi resolution. For questions, call the Ocala Jockey Club at (352) 591-1212, or email [advertising@ocalajc.com](mailto:advertising@ocalajc.com). Ads submitted after deadline not guaranteed to run.

### Mail, fax or email this form to:

Ocala Jockey Club  
8720 W. Highway 318  
Reddick, FL 32686  
Fax: (888) 271-0467  
Email: [accounting@ocalajc.com](mailto:accounting@ocalajc.com)  
Checks payable to Ocala Jockey Club

Company Name Website

Contact Name Email Address

Address Phone Number

City, State, Zip

\_\_\_\_\_ Amount \_\_\_ Check Enclosed, Check No. \_\_\_\_\_ **OR** \_\_\_ Pay by credit card: \_\_\_ Visa \_\_\_ MasterCard \_\_\_ AmEx.

Credit Card No. Expiry Date 3-digit code

Signature Billing Zip Code

