CPI

College Preparatory Invitational

Horse Show

ADVERTISING INFORMATION

www.collegeprepinvitational.com

College Preparatory Invitational

HORSE SHOW www.collegeprepinvitational.com

ABOUT CPI

The CPI Horse Show offers young equestrians, in grades 8 – 12, the opportunity to explore the college equestrian experience through comprehensive education and competition.

During a CPI Horse Show event, student-athletes experience the college equestrian competition format; they can explore an equestrian-focused college fair, attend educational presentations and take advantage of the opportunity for direct conversations with college admissions representatives and equestrian team coaches.

ADVERTISING WITH CPI

Our unique, glossy, four-color program provides an additional opportunity to connect with CPI attendees. The CPI Horse Show Event Magazine is produced for and distributed at all CPI Horse Show events and then displayed in its entirety on our website.

PRINT AD SIZES AND RATES

- Full Page (full-bleed or non-bleed) $900
- Half-page Horizontal (full-bleed or non-bleed) $450
- Half-page Vertical (full-bleed or non-bleed) $450

SPECIALTY PAGES WHEN AVAILABLE

- Back Cover (full-bleed or non-bleed) $1500
- Inside Front Cover, full bleed* $1500
- Inside Front Cover two-page spread $2100
- Inside back cover two-page spread $2100

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PRINT AD MEASUREMENTS

AD SIZE All measurements in INCHES	FULL-BLEED ADS TRIM SIZE	FINAL AD SIZE WITH 0.125" BLEEDS	NON-BLEED SIZE (This is also the Safe Area for full-bleed ads)
Full page	8.5 W X 11 H	8.75 W X 11.25 H	8 W X 10.5 H
Half-page Horizontal	8.5 W X 5.375 H	8.75 W X 5.625 H	8 W X 4.875 H
Half-page Vertical	4.125 W X 11 H	4.375 W X 11.25 H	3.625 W X 10.5 H
			*Be sure to keep all live matter 0.25" from gutter (where left and right pages meet)

FILE SPECIFICATIONS/REQUIREMENTS

Ads will be posted on The CPI website with the entire CPI Event Magazine.

- **FILE FORMAT:** PDF Files preferred. High-resolution flattened PSD, JPG, or TIF files also accepted.
- **RESOLUTION:** All images used in ad should be high-resolution (300dpi or more at size used), and all logos / graphics should be vector files (EPS or AI files) for optimal reproduction, or used at 300dpi resolution.
- **COLOR:** All images and colors used in ad must be in CYMK. Ads submitted using RGB or spot colors will be converted to CMYK in-house and may print differently than you intend. **
- **BLEEDS:** All full-bleed ads MUST INCLUDE a 1/8" (0.125") bleed on all 4 sides. This ensures your ad won't have slivers of white along the edges of the printed ad page. See templates for details Ad files submitted without proper bleeds will be run as non-bleed ads.
- **CROP MARKS:** Do NOT include crop marks or registration marks. If you choose to include them, be sure the exist OUTSIDE of the bleed area (use 0.25" offset).
- **SAFE AREA:** Keep all live matter (text, logos, important parts of imagery) 1/4" (0.25") inside trim dimensions on all 4 sides (and away from the gutter for full-spread ads) Anything in that outer 1/4" (0.25") margin is subject to being partially trimmed off during the page-trimming process. See templates for details.

Please refer to our templates. Ads that don't conform to CPI specs and require in-house revisions may be subject to a design fee of $100/hour. Templates available below.

FILE SUBMISSION

Submit your ad file BY EMAIL to CPI Horse Show: info@cpihorseshow.com.

- 2023 CPI New Jersey Horse Show - September 1, 2023
- 2024 CPI Florida Horse Show - December 1, 2023
- 2024 CPI Florida Horse Show - February 1, 2024

Templates available below.
For questions or more information, email **info@cpihorseshow.com**
**The CPI does not accept responsibility for any errors and/or mistakes in your ad files, including errors of file size, resolution, color, and/or spelling and type errors.

THE ART OF HORSEMANSHIP

17	6	3	3	2
ANRC National Championships 2003–19	Tournament of Champions National Championships 2014–19	IHSA Collegiate Cup National Championships 2015–17	Cacchione Cup and Reserve Cup Champions 2010, 2012, 2019	IHSA Reserve National Championships 2018-19

SCAD The University for Creative Careers

Join the team at scad.edu/equestrian

BE A PART OF A WINNING TRADITION

AVERETT UNIVERSITY
SINCE 1859
EQUESTRIAN

Averett University's distinguished bachelor's degree program in Equestrian Studies, ranked among the best in the nation, offers concentrations in Dressage and Eventing Instruction, Equine Business Management, Equine-Assisted Psychotherapy and Equine Science.

With innovative courses and internship opportunities, a comprehensive Equestrian Center and nationally acclaimed instructors and faculty, you can develop advanced horsemanship skills and professional competencies that open up exciting career possibilities in a variety of roles in the equine industry.

FOR MORE INFORMATION, VISIT *AVERETT.EDU/EQUESTRIAN* OR CALL 1-800-AVERETT

University of Lynchburg

COMPETITIVE RIDING OPPORTUNITIES FOR ALL LEVELS
NCEA AND IHSA TEAMS
BOARDING

JUSTINE BETZLER - HEAD COACH
BETZLER_J@LYNCHBURG.EDU
WWW.LYNCHBURGEQUESTRIAN.COM

NCEA
NATIONAL COLLEGIATE EQUESTRIAN ASSOCIATION

IHSA

THESE UPDATED SPECS ARE
EFFECTIVE IMMEDIATELY

FULL-PAGE
FULL-BLEED AD SPECS

Please submit your ad in CMYK color (no spot colors or RGB) at 300 dpi resolution.

PLEASE NOTE: Any images used in your ad at less than 300dpi may appear fuzzy or pixellated when printed.

PREFERRED FILE FORMATS: PDF or flattened PSD, JPG or TIF

Please do NOT include cropmarks.

TRIM

Page will be cut at this line. This is the size of your FULL-BLEED AD.

8.5"W x 11"H

SAFE AREA

Keep all text, logos and important imagery INSIDE THIS AREA and out of the outer 0.25" margin

NOTE: Any content that falls in the outer 1/4" margin could possibly be cut off during the magazine production process

8"W x 10.5"H

(This is also the size for NON-BLEED ADS. See separate template for details.)

BLEED

Background color, graphics and images MUST extend here 0.125" ON ALL 4 SIDES BEYOND THE TRIM SIZE

Final file size with bleed will measure

8.75"W x 11.25"H

QUESTIONS?
Email info@cpihorseshow.com

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FULL-PAGE NON-BLEED AD SPECS

Please submit your ad in CMYK color (no spot colors or RGB) at 300 dpi resolution.

PLEASE NOTE: Any images used in your ad at less than 300dpi may appear fuzzy or pixellated when printed.

PREFERRED FILE FORMATS: PDF or flattened PSD, JPG or TIF

Please do NOT include cropmarks.

NON-BLEED AD SIZE

This is the size of your ad.

8"W X 10.5"H

Want to do a FULL-BLEED ad? See separate template/specs.

QUESTIONS?
Email info@cpihorseshow.com

THESE UPDATED SPECS ARE EFFECTIVE IMMEDIATELY

HALF-PAGE HORIZONTAL FULL-BLEED AD SPECS

Please submit your ad in CMYK color (no spot colors or RGB) at 300 dpi resolution.

PLEASE NOTE: Any images used in your ad at less than 300dpi may appear fuzzy or pixellated when printed.

PREFERRED FILE FORMATS: PDF or flattened PSD, JPG or TIF

Please do NOT include cropmarks.

TRIM

This is the size of your FULL-BLEED AD.

8.5"W x 5.375"H

PLEASE NOTE: Ad may run at the top or bottom of the page; placement is at the discretion of The CPI Horse Show.

SAFE AREA

Keep all text, logos and important images INSIDE THIS AREA and out of the outer 0.25" margin

8"W x 4.875"H

(This is also the size for NON-BLEED ADS. See separate template/specs for details.)

BLEED

Background color, graphics and images MUST extend here

0.125" ON ALL 4 SIDES BEYOND THE TRIM SIZE

Final file size with bleed will measure

8.75"W x 5.625"H

QUESTIONS?
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HALF-PAGE HORIZONTAL NON-BLEED AD SPECS

Please submit your ad in CMYK color (no spot colors or RGB) at 300 dpi resolution.

PLEASE NOTE: Any images used in your ad at less than 300dpi may appear fuzzy or pixellated when printed.

PREFERRED FILE FORMATS: PDF or flattened PSD, JPG or TIF

Please do NOT include cropmarks.

NON-BLEED AD SIZE

This is the size of your ad.

8"W X 4.875"H

Please note: Ad may run at the top or bottom of the page; placement is at the discretion of The ***CPI*** Horse Show.

Want to do a FULL-BLEED ad? See separate template/specs.

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THESE UPDATED SPECS ARE EFFECTIVE IMMEDIATELY

HALF-PAGE VERTICAL FULL-BLEED AD SPECS

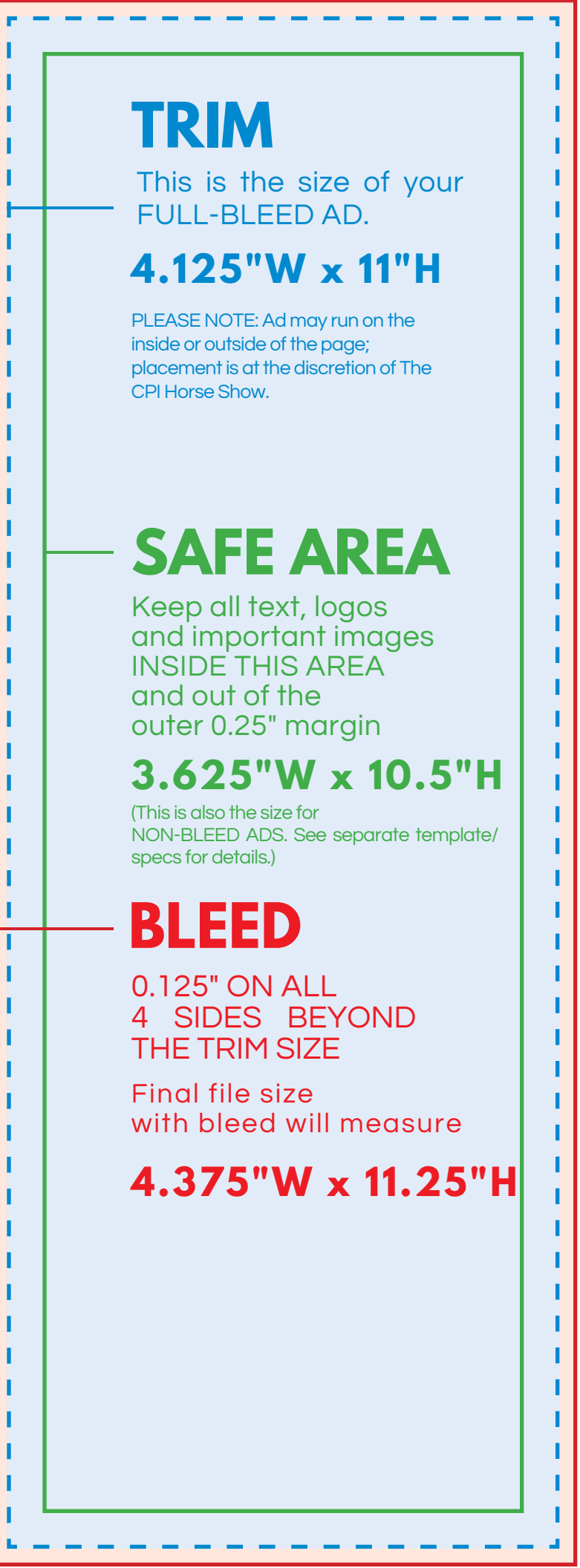
Please submit your ad in CMYK color
(no spot colors or RGB) at 300 dpi resolution.

Please NOTE: Any images used in your ad at less than 300dpi may appear fuzzy or pixellated when printed.

PREFERRED FILE FORMATS:
PDF or flattened PSD, JPG or TIF

Please do NOT include cropmarks.

QUESTIONS?
Email info@cpihorseshow.com



THESE UPDATED SPECS ARE
EFFECTIVE IMMEDIATELY

HALF-PAGE VERTICAL NON-BLEED AD SPECS

Please submit your ad in CMYK color
(no spot colors or RGB)
at 300 dpi resolution.

Please NOTE: Any images used in your ad at less than 300dpi may appear fuzzy or pixellated when printed.

PREFERRED FILE FORMATS:
PDF or flattened PSD, JPG or TIF

Please do NOT include cropmarks.

QUESTIONS
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NON-BLEED AD SIZE

This is the size of your ad.

3.625"W x 10.5"H

PLEASE NOTE: Ad may run on the inside or outside of the page; placement is at the discretion of The CPI Horse Show.

Want to do a FULL-BLEED ad?
See separate template/specs.