



Tri-County Carriage Association
Presents the 4th Annual Show of
The Great Lakes Carriage Classic

July 30 – 31, 2022

*Ancaster Fairgrounds
630 Trinity Road, Jerseyville, Ontario*

ADVERTISING OPPORTUNITY
Offering direct and lasting contact to your market

This two-day Pleasure Driving Show is the perfect venue to broaden your scope to carriage driving and riding consumers, with advertisements that showcase your products and services.

Circulation – copies of programs, pamphlets reach Canadian and US competitors, spectators, volunteers and enthusiasts.

- **2022 program with ads** will remain posted on the TCCA website for continued exposure – www.tricountycarriage.com
- **2022 prize list is now posted** on the TCCA web site, to be replaced by the program with ads and remain for the year.

Centrally located – Ancaster Fairgrounds in Ontario, easy access for Canada and US competitors

- **Competitors** are drawn from a diverse range of carriage driving enthusiasts, riders and equine enthusiasts
- **New to experienced** competitors consider acquiring or replacing equipment.

Show divisions include – Horse, VSE, Small Pony, Large Pony, Junior, Pair or Tandem, Fours, Para/COOL/SN, Coach Assisted, Utility Vehicle Horse, Utility Vehicle Pony.

Classes within a division include – Pleasure Turnout, Pleasure Working, Pleasure Reinsmanship, Progressive Cones and Timed Cones. In addition to divisional classes the favoured Specialty Classes are offered and include Carriage Dog, Costume/International, Ride/Drive, Red Light/Green Light.

Advertising Fees (Cdn funds)

Cover Inside Page	Full page	Half page	Quarter page	Business Card	Cover Outside Back Page
\$ 400.00	\$ 225.00	\$ 150.00	\$ 100.00	\$ 75.00	\$450.00

- Digital artwork of logo & ad is to be forward to TCCA's printer, Global Printing dansmelt@globalprint.ca (copy to TCCA vgwilliams@xplornet.com)
- Artwork specifications are attached
- Assistance contact is Global Printing dansmelt@globalprint.ca or telephone 905 689 3355.

Payment made easy:

- **PayPal** found on the TCCA website at www.tricountycarriage.com, The Great Lakes Carriage Classic
- **E-transfer** c/o treasurer@tricountycarriage.com
- **Cheque or money order** made out to Tri-County Carriage Association and mailed to:
c/o Jean McLean, TCCA, Manager Events and Shows, 26 Elodia Court, Hamilton, ON Canada, L9C 7R2

Supporting The Great Lakes Carriage Classic promotes carriage driving for future generations while featuring your products & services.

Information Contact: Jean McLean, TCCA Manager Shows & Events – email mclje22.trail524@gmail.com



IF YOU HAVE EXISTING ARTWORK YOU WISH TO USE:

Please forward your existing artwork for the program of
The Great lakes Carriage Classic
July 30 - 31, 2022
Ancaster Fairgrounds

To Global Printing, dansmelt@globalprint.ca with a copy to vgwilliams@xplornet.com .
 - Specifications for artwork are detailed on the attached page.
 - Requests for assistance can be forwarded to the noted email addresses or phone Global Printing at (905) 689-3355.


- Apply 1/4" for type safety for full page ads.
- Add at least 1/8" all around for bleed (applicable for full page ads only).
- Advertisers will be billed for changes to materials that do not meet mechanical requirements.

DIGITAL ARTWORK ONLY PLEASE
 (No MS Word or MS Publisher files)

- Ads can be uploaded to the ftp site: please call (905) 689-3355
- After uploading please fax a hard copy of your ad to (905) 689-3355
- QuarkXpress 5 or greater, Adobe Indesign / Illustrator (with all supporting files and fonts outlined, PDF (Press optimized only), Tiff (300dpi) and or EPS (outlined fonts) are acceptable



Full Page (covers bleed) <p style="text-align: center;">The Great Lakes Carriage Classic</p> <p style="text-align: center;">July 30 - 31 2022</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;">1/4 Page</td> <td style="width: 50%; padding: 5px;">1/2 Page vertical</td> </tr> <tr> <td style="width: 50%; padding: 5px;">1/4 Page</td> <td style="width: 50%; padding: 5px;"></td> </tr> </table>	1/4 Page	1/2 Page vertical	1/4 Page	
1/4 Page	1/2 Page vertical				
1/4 Page					

1/2 Page (horizontal)	Full Page (no tab)
1/2 Page (horizontal)	

Ad Size	Width	Height
Brochure Trim Size	5.5"	8.5"
Full Page (non bleed)	5"	8"
Full page (bleed)	5.75"	8.75"
1/2 page (horizontal)	5"	3.875"
1/2 page (vertical)	2.375"	8"
1/4 page	2.375"	3.875"

If you require assistance with the setup or design of your ad please contact Dan Smelt of Global Printing through either their website (globalprint.ca) or direct email to dansmelt@globalprint.ca OR by telephone at 905 689 3355. The Global staff will be pleased to help you.

GLOBAL **Global Printing**
 383 Sixth Concession East
 Millgrove, Ontario Canada L0R 1V0