



spring & autumn 2021 sales

ROBERTSON EQUINE SALES LLC CATALOG ADVERTISING FORM

You are invited to advertise in the printed catalog & Web site of the twice-yearly Robertson Equine Sales. We are confident that you, and our readers, will appreciate the value of a high-quality, keepsake printed edition that is typically retained for years, giving your ad the *affordable* extended shelf-life advertising opportunity that's hard to locate in today's multi-media environment. And, you'll get our high-traffic online site display, as well.

Your restaurant, company, or stable will receive, in addition to your ad:

- ◆ Complimentary copy of printed catalog, featuring your ad, that will be mailed to our equine-interested audience and distributed to those present at the auction. Your ad will also appear in the downloadable PDF version of our catalog, widely circulated.
- ◆ Online ad at www.RobertsonEquineSales.com with link to your Web site. Our extremely popular site receives thousands of hits in advance of each sale. And, our site is formatted for smart phones, so your ad looks great on desktop or phone screens.
- ◆ Discount for annual pricing -- only \$300 per year (or, \$175 per sale -- save \$50 with our new annual plan!).

All of the above, twice per year, for only \$300!

TO PARTICIPATE:

1. Return this form to us no later than ***May 1 or Oct. 1***. You may fax to 502.633.4041.
2. Include your payment of \$300 (or \$175, made payable to Robertson Equine Sales LLC).
3. Provide information for your ad below or on an additional sheet. If you do not have a camera-ready ad, we will be glad to design one for you.
 - Or, provide camera-ready art, as follows, by ***May 3 or Oct. 5***:
 - 5.25" x 8.375" final size – allow .5" margin on all four sides
 - One color (black)
 - File formatted as high-quality JPG, TIFF, PDF or Photoshop document
4. You may send us a full-color art file for your online ad, if you prefer. Size should be 400 pixels wide and up to 600 pixels long.

Thank you for your support of the RES Equine Sale and the hundreds of visitors to Shelby County, Ky.!

ADVERTISER'S NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

CELL PHONE: (____) _____ - _____ BIZ PHONE (____) _____ - _____

WEB ADDRESS: _____

E-MAIL ADDRESS: _____

SLOGAN OR PRODUCTS TO FEATURE: _____

ANNUAL ADVERTISING PLAN (\$300)

ONE SALE ONLY (\$175)

Jimmy & Helen Robertson, Robertson Equine Sales LLC

Cell: 502.802.6777 • Helen@RobertsonEquineSales.com

www.RobertsonEquineSales.com • P. O. Box 616, Simpsonville, KY 40067

2021 SALES

THE SPRING SALE

Wed. - Thurs.,
June 9 - 10

THE AUTUMN SALE

Friday & Saturday,
Nov. 19 - 20

Shelby County
Fairgrounds
Shelbyville, Kentucky