



Your source for "Everything Horsey"

Rates Effective January 1, 2010

Advertising Information

Magazine Print Ads *(All magazine ads are ran on website as well.)*

Color	1X	3X (5%)	12X(10%)
Front Cover	\$700		
Inside Front Cover (Left or Right page)	\$500		
Back Cover	\$600		
Inside Back Cover (Left or Right page)	\$450		
Center Two Page Spread	\$800		
Full Page	\$300	\$855	\$3240
<i>All full page ad specs will be 8.25" x 10.75" Please: No text .25" inside edges and allow .25" for bleed.</i>			
1/2 Page	\$200	\$570	\$2160
<i>No bleed: vertical 3.625 x 9.75, horizontal 7.25 x 4.875</i>			
<i>With bleed: vertical 4.125 x 10.75, horizontal 8.25 x 5.375 + .25 bleed</i>			
1/4 Page	\$150	\$427.50	\$1620
<i>No bleed: vertical 3.625 x 4.875</i>			
Black & White			
Full Page	\$175	\$498.75	\$1890
1/2 Page	\$125	\$356.25	\$1350
<i>No bleed: vertical 3.625 x 9.75, horizontal 7.25 x 4.875</i>			
1/4 Page	\$100	\$285	\$1080
<i>No bleed: vertical 3.625 x 4.875</i>			
Business Card	\$ 25		\$250
Classified Ads			
50 Words w/One Photo*	\$35		
50 Words/Text Only Ad	\$25		

***Classified Ads will be placed in the order in which they are received. Please submit high quality photos.*

Showbill Rates *(Black & White ONLY, Add color at Color Rates)*

All showbills will be printed exactly as they are presented. We DO offer Showbill design!

Full Page	\$140
Special "2nd Run"	\$ 70

***Second run of same showbill in month of show*

1/2 Page	\$125
1/4 Page	\$100

PLEASE NOTE: We can design your ad for you. Very reasonable rate of \$50 per ad.

This rate includes all design and layout, copy of your ad sent to you for approval before print.

For an additional fee we can send you a hard copy on disc.

CAMERA READY AD REQUIREMENTS:

(If you have an ad ready for print, plan on having one made or plan on making one yourself....please read!)

- PDF or JPEG files preferred. PLEASE SEND HIGH QUALITY ADS. JPEG files should be in CMYK or grayscale (for B&W ads) with photo resolution of 300 dpi.
- Please be aware that ALL pictures used to create ads should be at least 300 dpi or they may print blurry!
- All Full page ads (8.25" x 10.75") please allow 1/4" for color bleed and NO TEXT within 1/4" of edges!
- Ads can be sent by email to thehorseresource@msn.com or sent via FTP
- Any questions regarding camera ready ads, please, contact us.

www.thehorseresource.net