

THE HORSE GAZETTE

ADVERTISING INFORMATION

Effective 8/1/08

6395 Mondean Street, San Antonio, Texas 78240

Ph. 210-641-9928 Fax: 210-641-7469 Cell 210-422-1599

E-mail advertising@horsegazette.com for more information.

E-mail ad files to: horsegazette@satx.rr.com

Web: www.horsegazette.com

ADVERTISING RATES

Updated: August 2008

SIZE		1-2 Times	3-5 Times	6-12 Times	TYPESETTING CHARGE
Directory Sm 3.25" x 1.125"	B/W	\$15 per issue			15%
Directory Lg 3.25" x 2.375"	B/W	\$25 per issue			15%
1/12 Page 3.25" x 4"	B/W	\$80	\$70	\$60	15%
1/8 Page 5" x 4"	B/W	\$100	\$90	\$80	15%
1/4 Page 5" x 8"	B/W	\$195	\$185	\$175	15%
	COLOR	\$235	\$225	\$215	15%
1/3 Page 6.5" x 8"	B/W	\$235	\$225	\$215	15%
	COLOR	N/A	N/A	N/A	
1/2 Page 10" x 8"	B/W	\$335	\$325	\$315	15%
	COLOR	\$385	\$375	\$365	15%
3/4 Page 10" x 12"	B/W	\$455	\$445	\$435	15%
	COLOR	\$510	\$500	\$490	15%
Full Page 10" x 16"	B/W	\$575	\$565	\$555	15%
	COLOR	\$630	\$620	\$610	15%
Back Page 10" x 16"	COLOR-1/2 Page	\$400	\$390	\$380	15%
	COLOR-Full Page	\$650	\$640	\$630	15%
Center Spread 17" x 22.5"	COLOR	\$1200	\$1100	\$1000	15%

ALL RATES ARE PER ISSUE AND DO NOT INCLUDE AGENCY COMMISSION

FRONT PAGE ADVERTISING UPON REQUEST - COLOR ONLY

1/8 Page Full Color - Section A - 1 month at a time \$350 per month

1/8 Page Full Color - Section A - 6+ months w/contract \$300 per month

1/4 Page Full Color - Section B - 1 month at a time \$450 per month

1/4 Page Full Color - Section B - 6+ months w/contract \$400 per month

Ad Design: 15% of Ad Cost - Resize Ad: 10% of Ad Cost
Edits: 5% of Ad Cost - Use of ad (flyers/publications) \$35

Hitching Post: (B/W Only) \$25 for 1 month or 2 months for \$45
3rd month is FREE if the horse doesn't sell in a 2-month run!
Send 20 words & picture - will also run in the online classifieds.

Classifieds: 15 word minimum for \$5.00 - \$.20 each additional word, per month. Box around classified ad \$2.00 per month. Varied type and centered \$3.00 per month.

SUBSCRIPTION: \$25.00 FOR 12 ISSUES (1-YEAR)

WE ACCEPT



AD SPECIFICATIONS

Printing process is web offset using four-color process inks. Color reproduction is "pleasing color" - we cannot guarantee a perfect match.

Electronic camera-ready files are preferred. Supply your ad in one of the following formats: PDF, EPS, TIF, or JPG. Ad should be at 300 dpi at the finished size with embedded fonts. Ads in Publisher, CorelDraw, Word, Adobe Illustrator and other programs should be exported in one of the above file formats. CDs are accepted, and a hard copy (printed copy) of the ad must be submitted to verify how the ad is intended to look.

Logos must be black and white or color originals - no faxes or copies will be accepted.

PRODUCTION CHARGES

- Ad Design - 15% of ad cost
- Resize Ad - 10% of ad cost
- Edits (swap pictures/small text change) - 5% of ad cost
- Photo, illustration and logo scans at \$10/each

AD DEADLINE

Placement/space reservations for display advertising is the 10th of each month.

Camera-ready art to be in our office on or before the 12th of the month.

Ad material for production deadline is on or before the 12th of the month.

Ad material submitted for production after the 12th of the month will be subject to a 25% rush charge.

PAYMENT TERMS

Display Ads. Full payment for one month's ad must accompany first insertion. Additional charges for photos and production will be billed separately. Agreements for multiple insertions will be billed monthly in advance thereafter.

If under contract, the client can choose the term and under the size of ad insert "varied". The client can increase or decrease the ad size without jeopardizing the contracted rate.

The Horse Gazette reserves the right to withhold from publication any new advertising not pre-paid and any advertising over 60 days past due. No agency discounts. All rates are subject to change without notice, except for those on multiple-insertion contract.

A 3% late fee will be charged to accounts over 30 days past due. All accounts with balances over 60 days past due will be pulled from the publication.

