







September 2009 - August 2010 ADVERTISING RATES

9214 Victory Pass, San Antonio, Texas 78240
 Ph. 210-641-9928 Fax: 210-699-9928 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: July 2007

SIZE		1-2 Times	3-5 Times	6+ 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			
1/12 Page 3.25" x 4"	B/W	\$85	\$75	\$65	15%
1/8 Page 5" x 4"	B/W	\$110	\$100	\$90	15%
1/4 Page 5" x 8"	B/W	\$200	\$190	\$180	15%
	COLOR	\$240	\$230	\$220	15%
1/3 Page 6.5" x 8"	B/W	\$240	\$230	\$220	15%
	COLOR	N/A	N/A	N/A	
1/2 Page 10" x 8"	B/W	\$350	\$330	\$325	15%
	COLOR	\$395	\$375	\$365	15%
3/4 Page 10" x 12"	B/W	\$460	\$450	\$435	15%
	COLOR	\$530	\$500	\$490	15%
Full Page 10" x 16"	B/W	\$600	\$585	\$575	15%
	COLOR	\$650	\$630	\$610	15%
Back Page 10" x 16"	COLOR-1/2 Page	\$450	\$430	\$400	15%
	COLOR-Full Page	\$700	\$640	\$625	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					
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, (Text Only) 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.

- Negative - emulsion side down, 100 line screen.
- Digital Files - resolution 300 dpi.

The Horse Gazette is produced in InDesign on a PC. Artwork created on PC compatible must be converted to JPG, TIF, PSD or PDF file format before submission. Acceptable file storage - PC formatted ZIP disks, 100 MB or PC formatted CD. Files less than 1500k can be emailed. Graphics in MS Word, Excel, PowerPoint or other presentation computer generated ads will not be accepted. Logos must be black and white or color originals - no faxes or copies will be accepted.

AD DEADLINE

Reservations for ads must be submitted on or before the 10th of the month prior to the ad insertion date.

NOTE: Ad rates do not include agency commissions

