

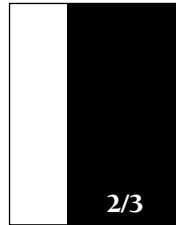


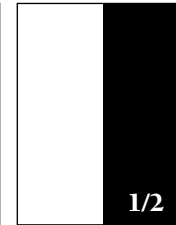
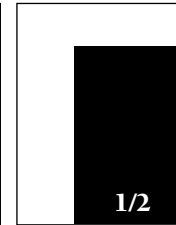











TODAY'S HORSE Magazine

For advertising call at 605-716-5000
 or 866-704-6773 (866-70-HORSE)
 Fax: 605-716-PONY (7669)
 www.todayshorse.net

19 Main St., PO Box 539, Rapid City, SD 57709

4/3/09

Size	B&W	Color	Glossy									
Full	\$565	\$715	\$825									
2/3	\$415	\$565	n/a	Full	2/3	2/3	3/5	1/2	1/2	1/2	1/3	
3/5	\$375	\$500	n/a	FULL PAGE 3 COLUMN 7.373" X 9.75"	2/3 HORIZONTAL 3 COLUMN 7.373" X 6.75"	2/3 VERTICAL 2 COLUMN 4.856" X 9.75"	3/5 HORIZONTAL 3 COLUMN 7.373 X 5.75"	1/2 HORIZONTAL 3 COLUMN 7.373 X 4.75"	1/2 VERTICAL 1.5 COLUMN 3.606" X 9.75"	1/2 ISLAND 2 COLUMN 4.856" X 7.5"	1/3 VERTICAL 1 COLUMN 2.373" X 9.75"	
1/2	\$330	\$435	\$510									
1/3	\$220	\$295	n/a									
1/4	\$185	\$235	n/a	1/3 SQUARE 2 COLUMN 4.856" X 4.75"	1/3 HORIZONTAL 3 COLUMN 7.373" X 3.25"	1/4 HORIZONTAL 3 COLUMN 7.373" X 2.5"	1/4 VERTICAL 1.5 COLUMN 3.606" X 4.75"	1/5 HORIZONTAL 1.5 COLUMN 3.606 X 4"	1/8 PAGE 1.5 COLUMN 3.606" X 2.5"	1/16 PAGE 1.5 COLUMN 3.606" X 1.25"	1/32 PAGE .75 Column 1.75" X 1.25"	
1/5	\$150	\$200	n/a									
1/8	\$95	\$130	n/a									
1/16	\$50	\$65	n/a									
1/32	\$35	\$50	n/a									

FREE AD DESIGN INCLUDED WITH PURCHASE!

COVERS

~ ALL FULL COLOR ~

Outside Back.....	\$950
Inside Front.....	\$850
Facing Inside Front.....	\$750
Inside Back.....	\$850
Facing Inside Back.....	\$750

WEBSITE ADVERTISING

Link	\$60/year		
Ad Size	3 mo.	6 mo.	12 mo.
Square 140px by 140px (.467" x .467")	\$20/mo	\$15/mo	\$10/mo.
Vertical 140px by 308px (.467" x 1.027")	\$60/mo.	\$45/mo	\$30/mo.

An additional \$5 (per month) gives you a premium placement on the following pages: Home, Featured Events, This Month, & Calendar (first come, first choice) All website advertising must be pre-paid.

DIRECTORY ADS

2 Column x 2" (3.603" x 2") (Business Card Size)	
3 mos.	(\$50/mo.)/\$150
Full Color: (\$75/mo.)/\$225	
6 mos.	(\$45/mo.)/\$270
Full Color: (\$65/mo.)/\$390	
1 Column x 2" (1.75" x 2")	
3 mos.	(\$30/mo.)/\$90
Full Color: (\$45/mo.)/\$135	
6 mos.	(\$25/mo.)/\$150
Full Color: (\$35/mo.)/\$210	

Directory Ads Must Be Prepaid

DEADLINES

Calendar & Articles	5th of each month
Ad Copy	10th of each month
Final Deadline	15th of each month
Published (mailed)	1st of each month

MECHANICS

Camera Ready Ads:

Line Screen: 120 • Resolution: 300

Send on CD, DVD or e-mail to

graphics@todayshorse.net

Required Programs:

Macintosh In Design, Quark or Photoshop

Trim Size:

8.375" wide x 10.875" tall

Bleed Size:

8.875" wide x 11.375" tall

Ads pulled after they have been designed or after the final deadline may be assessed a graphics fee.