
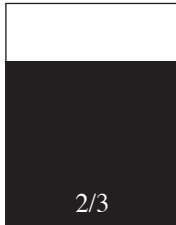



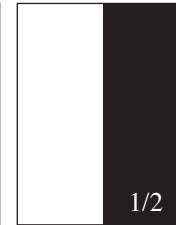

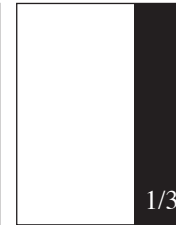


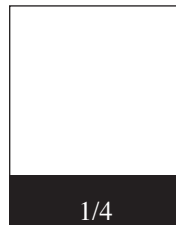







TODAY'S HORSE Magazine

19 Main Street, Rapid City, SD 57701

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

4/5/10

Size	B&W	Color	Glossy									
Full	\$565	\$715	\$825									
2/3	\$415	\$565	n/a	Full FULL PAGE 3 COLUMN 7.5" X 9.5"	2/3 2/3 HORIZONTAL 3 COLUMN 7.5" X 6.25"	2/3 2/3 VERTICAL 2 COLUMN 4.95" X 9.5"	3/5 3/5 HORIZONTAL 3 COLUMN 7.5 X 5.65"	1/2 1/2 HORIZONTAL 3 COLUMN 7.5 X 4.67"	1/2 1/2 VERTICAL 1.5 COLUMN 3.68" X 9.5"	1/2 1/2 ISLAND 2 COLUMN 4.95" X 7.25"	1/3 1/3 VERTICAL 1 COLUMN 2.4" X 9.5"	
3/5	\$375	\$500	n/a									
1/2	\$330	\$435	\$510									
1/3	\$220	\$295	n/a									
1/4	\$185	\$235	n/a									
1/5	\$150	\$200	n/a									
1/8	\$95	\$130	n/a									
1/16	\$50	\$65	n/a									
1/32	\$35	\$50	n/a	1/3 1/3 SQUARE 2 COLUMN 4.95" X 4.67"	1/3 1/3 HORIZONTAL 3 COLUMN 7.5" X 3.1"	1/4 1/4 HORIZONTAL 3 COLUMN 7.5" X 2.25"	1/4 1/4 VERTICAL 1.5 COLUMN 3.68" X 4.67"	1/5 1/5 HORIZONTAL 1.5 COLUMN 3.68 X 4"	1/8 1/8 PAGE 1.5 COLUMN 3.68" X 2.25"	1/16 1/16 PAGE 1.5 COLUMN 3.68" X 1.25"	1/32 1/32 PAGE .75 Column 1.8" X 1.25"	

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: Featured Events, This Month, & Calendar (first come, first choice) All web site advertising must be pre-paid.

DIRECTORY ADS

2 Column x 2" (3.68" 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" (1.8" 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

(Dates are month prior to publication)

Calendar Dates.....	5th
Proof Deadline.....	10th
Final Deadline.....	15th
Published/Mailed.....	Around 29th

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: 8.25" wide x 10.5" tall

Bleed Size: 8.75" wide x 11" tall

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