

# RATES

Effective Dec 1, 2008



## Full Page

8.5 x 11 finish, 7.75 x 10.5

	B & W	Ea. Spot Color	Full Color
1x	\$615	\$110	\$1030
1xSBF	\$725	\$110	\$1225
3x	\$585	\$110	\$980
5x	\$560	\$110	\$955
6x w/SBF	\$615	\$110	\$980

## Half Page 3.812 x 10.25, 7.75 x 5, 5 x 7.75

	B & W	Ea. Spot Color	Full Color
1x	\$360	\$120	\$805
1xSBF	\$425	\$120	\$930
3x	\$335	\$120	\$780
5x	\$310	\$120	\$755
6x with SBF	\$335	\$120	\$780

	1/3 Page 2.5 x 10.25 B & W	1/4 Page 3.812 x 5 B & W	1/6 Page 2.5 x 5 B & W
1x	\$265	\$220	\$170
1xSBF	\$305	\$260	\$185
3x	\$245	\$195	\$155
5x	\$225	\$210	\$135
6x w/SBF	\$245	\$195	\$155

**Multiple Discount Rate ONLY with signed Contract**  
**Slide, Stop & Shop, Circle Up A Trainer**  
**Trainer Directory, Market Directory**  
**1/12 Page B & W 2.25 x 2.25**

\$70 per issue or \$350 for 6 issues if paid in advance

*No discount for camera ready*

**Business Card Ad 3.812 x 2.5**

\$85 per issue or \$475 for 6 issues if paid in advance

*No discount for camera ready*

**Back Cover - Add \$230 Inside Back Cover - Add \$160**

**Inside Front Cover - Add \$230**

Preferred position when available on a first come, first serve basis - Add 10%. *Note: If you reserve preferred placement and your ad is not received by the published deadline, Stock Horse News reserves the right to change placement and you will be charged for preferred placement.*

**Classified Ads - .45 per word; \$10 minimum.**

Must be pre-paid.

**Advertising deadline is the first of the month, preceding publication month.**

## 09 DEADLINES/COVERAGE

**February/March** January 2  
*Includes Ft. Dodge Celebration of Champions Program  
 NRCHA Year-End Champions*

**April/May** March 2  
*Includes Celebration of Champions Coverage*

**June/July** May 1  
*Includes NRCHA Stakes Coverage*

**August/September** July 1  
*Includes NRCHA Hackamore Classic Coverage*

**October/November** August 3  
*Includes Snaffle Bit Futurity Program  
 Includes NRCHA Derby Coverage*

**Yearbook** October 9  
*Yearlong and Snaffle Bit Futurity Coverage*

**December/January** November 2  
*Includes Stallion Issue*

*Stock Horse News* is the official publication of the National Reined Cow Horse Association. Dedicated to the stock horse enthusiast, *Stock Horse News* covers the latest NRCHA show information and results plus provides articles on past and present competitors, as well as articles on how to improve performance. With a direct mailing to the entire membership of the NRCHA, ads in *Stock Horse News* reach people with a specific interest in the cow horse market.

An advertising contract and insertion order must accompany your ads. *Stock Horse News* will provide you with an advertising contract and an insertion order to be mailed or faxed. This will assure your rate.

### Specifications

We will produce your ad for an additional charge of \$75 per hour. When supplying ad copy or your camera-ready ad for *Stock Horse News*, for the best reproduction, send good clear glossy prints. If sending original artwork or logos, please send a clean black and white print for best reproduction. When sending photos, send jpg or tif file 300 dpi.

### Digital Specifications

Please submit a proof copy along with the digital file. Show crop marks if possible. We would prefer a color proof on color ads, but we need at least a B & W one or fax to verify your design.

*Note: We will not assume responsibility for files when we do not receive a proof.*

Acceptable professional grade software includes **Pagemaker 7.0** or later; **Quark Xpress 4.0** or later; **Adobe Illustrator CS** or later; **Adobe Photoshop CS** or later; **PDF** format with fonts embedded. All images must be 300 dpi.

*Note: Corel Draw, Freehand, Microsoft Publisher, Print Shop, Ready, Set, Go, Powerpoint and Excel Files are unacceptable. If you have constructed files in these formats, please convert them to an acceptable file before sending.*

Acceptable media are CD or electronically transmitted PDF, PSD, EPS, TIF, JPG files. You may upload the files to the NRCHA FTP site by asking ad representative for log-in information.

*Note: If you choose to upload or email the files, you should still provide a printed proof to insure that the files are correct. We do not assume responsibility for files when we do not receive a proof.*

All colors used in the document must be defined as CMYK process colors. **RGB colors are unacceptable.** Photoshop files and color scans must be in CMYK format. Any other color gamut is unacceptable. Do not use the DCS format. All images must be composite CMYK high resolution at 300 DPI. *If you require a proof of your ad, all ad copy must be received at least ten full days prior to deadline dates.*

**Trim Size: 8.5 x 11 finish**  
**Bleed Size: 8.75 x 11.25**  
**Binding Method is Perfect Bind**

**Camera Ready Discount:** *A 15% Camera Ready discount will be offered for completely produced camera-ready ads provided with a proof copy that are received on or before the advertising deadline.*

**Affiliate Discount:** *A 20% discount will be offered to NRCHA Affiliates who wish to advertise in the Stock Horse News. Ad materials must be received on or before the advertising deadline.*

*Note: If we have to make any changes to your ad, you will not receive a camera-ready discount.*

**Official Publication of the NRCHA**

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