

2011 RATES & SPECIFICATIONS

Full Page

8.5 x 11 finish, 7.75 x 10.5 Live, 8.75 x 11.25 Bleed

	B & W	Ea. Spot Color	Full Color
1x	\$675	\$120	\$1130
1xSBF	\$795	\$120	\$1345
3x	\$640	\$120	\$1075
5x	\$615	\$120	\$1050
6x w/ SBF	\$640	\$120	\$1075

Half Page

3.812 x 10.25, 7.75 x 5, 5 x 7.75

	B & W	Ea. Spot Color	Full Color
1x	\$395	\$130	\$885
1xSBF	\$465	\$130	\$1020
3x	\$365	\$130	\$855
5x	\$340	\$130	\$830
6x w/ SBF	\$365	\$130	\$855

	1/3 Page	1/4 Page	1/6 Page
	2.5 x 10.25	3.812 x 5	2.5 x 5
	B&W/Color	B&W/Color	B&W/Color
1x	\$290/\$640	\$240/\$530	\$185/\$410
1xSBF	\$330/\$725	\$285/\$630	\$200/\$440
3x	\$265/\$585	\$230/\$505	\$170/\$375
5x	\$245/\$540	\$210/\$460	\$145/\$320
6x w/ SBF	\$265/\$585	\$230/\$505	\$170/\$375

*Multiple discount rate ONLY with signed contract

Trainers Directory and Market Directory:

1/12 Page, B & W, 2.25 x 2.25

\$75 per issue or \$385 for 6 issues if paid in advance

No discount for camera ready

Business Card Ad: 3.812 x 2.5

\$90 per issue or \$520 for 6 issues if paid in advance

No discount for camera ready

Back Cover - Add \$250 Inside Back Cover - Add \$175

Inside Front Cover - Add \$250

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 still be charged for preferred placement.*

Classified Ads: \$0.40 per word; \$10 minimum.

Must be pre-paid.

2011 DEADLINES/COVERAGE

February/March	January 3
Includes Celebration of Champions Program NRCHA Year-End Champions	
April/May	March 1
Includes Celebration of Champions Coverage	
June/July	May 2
Includes NRCHA Stakes Coverage	
August/September	July 1
Includes NRCHA Hackamore Classic Coverage	
October	August 15
Includes Snaffle Bit Futurity Program and NRCHA Subscribed Stallions	
November/Yearbook	October 3
Includes Snaffle Bit Futurity Coverage & Year in Review	
December/January	November 1
Includes NRCHA Derby Coverage and Snaffle Bit Futurity Horse Show Coverage	

2011 Stock Horse News

The Official Publication of the
National Reined Cow Horse Association

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 \$50 per hour. If sending original artwork or logos, please send a high quality print for best reproduction. When sending photos, send a high resolution JPG or TIF file at 300 dpi.

Digital Specifications

Please submit a proof copy along with the final digital file. Show crop marks on the proof only, not on the final digital file. We prefer a color proof on color ads, but need at least a black & white copy 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, Adobe InDesign CS2 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 e-mail 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.

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

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 you are receiving multiple discounts, the second discount will be taken off the first discounted price; the discounts will not be combined and taken off at one time.

For graphics information, please contact Candice Blackwell at candice@nrcha.com

For advertising/sales information, please contact Savannah Howell at savannah@nrcha.com

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