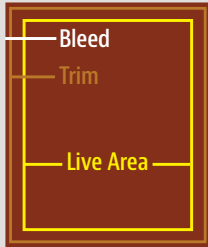


# REINED COW HORSE NEWS

*Reined Cow Horse News* is the official publication of the National Reined Cow Horse Association.

Dedicated to the reined cow horse enthusiast, *Reined Cow Horse News* covers the latest NRCHA show information and results plus provides articles on NRCHA members and competitors, as well as articles on equine health, show management and training tips. With a direct mailing to the entire membership of the NRCHA, ads in *Reined Cow Horse News* reach people with a specific interest in the cow horse market.

## 2024 RATES – SIZES AVAILABLE



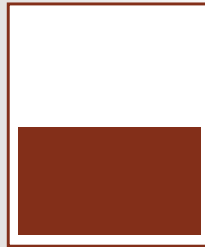
### Full Page

Bleed Size: 9.125" x 10.875"  
Trim Size: 8.875" x 10.625"  
Live area: 8.375" x 9.875"  
**\$825** four-color



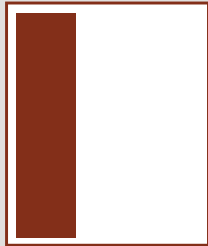
### 2/3 Page Vertical

4.98" x 9.625"  
**\$550** four-color



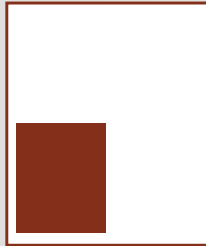
### 1/2 Page Horizontal

7.5833 in x 4.688 in  
**\$495** four-color



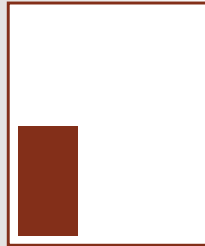
### 1/3 Page Vertical

2.4074 in x 9.625 in  
**\$357** four-color



### 1/4 Page

3.68 in x 4.688 in  
**\$269** four-color



### 1/6 Page

2.4074 in x 4.688 in  
**\$165** four-color

### PREMIUM & PREFERRED POSITIONS:

**Inside Front or Inside Back Cover(s):** ADD \$150 per issue

**Back Cover:** ADD \$250 per issue

**Pages 1-49:** ADD \$75 per page, per issue

Preferred position, when available, on a first come, first serve basis.

An open rate of \$60/hour will be charged for all graphic layout and design work in creating new ads or updating existing ads. This rate will also apply to converting non-PDF/1Xa to industry standard specifications. See page 2 for printer specifications.

## SALES & BREEDERS

### Savanah Allen

817.569.7106

savanah.allen@cowboypublishing.com

## SALES & CUSTOMER SERVICE MANAGER

### Diana Buettner

817.569.7114

Diana.buettner@morris.com

Issue	Space Deadline	Ad Materials
January/February	December 18	December 26
March/April	February 14	February 21
May/June	April 1	April 8
August/September	July 16	July 23
Snaffle Bit Futurity® Program	August 16	August 23
November/December	October 18	October 25

## SPECIAL TOPICS:

**January/February:** National and Regional Champions

**March/April:** Coverage of the World's Greatest Horseman™ and the Celebration of Champions

**May/June:** Highlights from the Stallion Stakes and NRCHA Hall of Fame inductees

**August/September:** Stories about the Western Derby, the NRCHA Hackamore Classic and the World's Greatest Non Pro

**October:** 2024 NRCHA Snaffle Bit Futurity® souvenir program

**November/December:** Complete coverage of the NRCHA Snaffle Bit Futurity®



# PRINTING TECHNICAL INFORMATION | 2024



## FILE FORMATS:

.pdf (PDF/x-1a 2001), .tif, .eps, .jpg and packaged native files from Adobe Creative Cloud InDesign, Illustrator or Photoshop. No other file formats or native file types will be accepted. Scanned images must be high resolution (300 dpi).

## PRINTING:

Covers and text pages are printed on high-speed, web-fed, offset presses. The magazine is perfect bound and jogs to the foot.

## COLOR SPECIFICATIONS:

SWOP (Specifications Web Offset Publications). Photos, graphics and color swatches should be converted to CMYK and color-corrected prior to placing them in the final design documents to be exported to a camera-ready PDF. Spot and Pantone colors must be converted to CMYK in the InDesign document prior to exporting to CMYK. Color mode conversions made in Acrobat or preflight software can create dramatic color shifts and unexpected results with effects applied to files. RGB, LAB, N-Channel or ICC color profiles are not accepted. Total density of shadow areas should not exceed 300% for four-color ads. All color is managed from embedded data in camera-ready files. To ensure desired color stays within the printer error margins, color-match prints must be provided.

## DIGITAL REQUIREMENTS:

### Camera Ready:

PDF files with embedded fonts that comply with PDF/x-1a 2001 version 1.3 or 1.4 are preferred. Flattened EPS or TIFF files and packaged InDesign files are also accepted. Scanned images must be 300 dpi and placed in the design document at 100% scale or less. (3" x 5" 300 dpi images translate to 150 dpi when scaled up to 6" x 10" or 150%.) All images must be saved as grayscale or CMYK to SWOP standards for best color and image reproduction.

### Materials for Ad Design:

Copy and layout instructions must be provided in .txt or .doc formats. Only digital photos and graphics are accepted, and must be 300 dpi with printed dimensions no smaller than the size they are intended to be reproduced.

### Mechanicals:

Files should be prepared with trim and bleed marks offset outside the bleed area. No other mechanicals are required.

### For All Submissions:

When providing camera ready documents, submit one ad per file. Spreads may be submitted as two single page documents or as a single page document by combining both pages into a single piece of art. Laser prints are recommended to confirm the appearance of digital materials and are for position only. Color-match prints are recommended for all color-sensitive materials. Materials may be supplied via email, FTP, CD or DVD. For email, please compress files using a self-extracting compression program. *Total file size must be 20MB or less.* For larger files, FTP file transfers are available. Please contact your sales rep for FTP user ID and password.

### Ad Proofs:

Ad submissions that require a confirming proof must meet all issue date closing deadlines and be received in the Fort Worth sales office prior to the materials deadline. All proofs will be sent via email in a low resolution PDF to confirm copy and graphics are correct. Proofs are not furnished for camera-ready submissions. All photography must be high resolution (300 dpi) and placed in the design document at 100% scale or less. 3"x 5" 300 dpi documents translate to 150 dpi when scaled up to 150% (6" x 10").

### Color:

CMYK only (no spot colors, RGB, LAB or ICC color profiles). Convert images to CMYK and color correct **BEFORE** placing the image or graphic into the design file. Color mode conversions in Acrobat or preflight software can create unexpected results when transparencies, gradients and layering are used, and color shifts can be dramatic.

### Bleed:

Only full page ads and spreads require bleed.

### For full page ads:

InDesign use the document set up to enter the trim size in the Width and Height. Bleed can be set at .125" on all four sides of the document.

### For 2 page spread ad as 2 pages:

Use the same document settings as for full pages.

### For 2 page spread as a single page document:

To determine the document width of a single file/page spread, multiply the trim width of a single page by two and use that measurement for the trim width. Then follow the directions for a full page ad.

### Mechanicals:

Files should be prepared with trim and bleed marks offset outside the bleed area in the file. No other mechanicals should be required with these.