

## 2011 Magazine Advertising Rates

**Full page** 8.5" x 11"  
\$375

**2 page spread** 8.5" x 22"  
\$700

**Half page**  
**Horizontal** 7.5" x 5"  
\$250

**Vertical** 3.75" x 10"  
\$250

**Quarter page** 3.75" x 5"  
\$120

**Business Card** 2" x 3.5"  
\$40

**Front Cover** \$525  
**Back Cover** \$475

**Call to reserve covers as there may be a waiting list**

### **Classified Ad**

Up to 50 words \$20  
With B&W photo \$40

### **State by State Breeding Directory** 2" x 3.5"

(list your Stallion w/photo) One full year \$120

Ad information must be submitted by the 15<sup>th</sup> of the month prior to publication to insure inclusion in that issue. Ads can be submitted camera ready or free setup can be provided with the cost of the ad (earlier submission of information is required for free setup). Charge for mock up of more than 1 ad layout must be negotiated with ad designer. Specific pages of the World Show issue of the magazine and the Rulebook are sold at auction each year at the annual UMH Awards Banquet.

**Save money! Contract your ads for the year, pay up front and your cost per issue decreases.**

		1X/ issue	2 X/issue	3X/issue
Full page	Color	\$375	\$350	\$325
Half page	Color	\$250	\$225	\$215
Quarter page	Color	\$120	\$115	\$110
Business Card	Color	\$40	\$35	\$30

### Combination Online and Print Publication Advertising Rates

**Breeders', Trainers' & Sales' Directory** -- \$175 per year

Includes publication in each issue of magazine and one year on web site

### **Breeders' Cup Stallion Directory**

Included with Breeders' Cup Nominations

**Lifetime Stallion Nomination** - listing in each magazine issue and listing with photo on web page

For additional \$75/yr, Lifetime Stallions get color photo ad in each magazine issue for 1 yr

\$25 charge for changing website photo at any time

**Yearly Stallion Nomination** - listing in each magazine issue for 1 yr and listing on web page (no photo)

For additional \$100/yr, get color photo ad in each magazine issue and photo on web page for 1 yr

For additional \$25/yr, get color photo ad on web page for 1 yr

### Online Advertising Rates

**Featured Farm/Business Link** – Logo with link on home page and sponsors page for 1 yr \$250

**Business Directory Listing** Listing or Logo on sponsors page for 1 yr and listing in magazine for 1 yr \$200