

# ADVERTISING ~ RATES & SIZES

## Display Advertising Insertion Rates - B&W per issue Effective 1/1/10

SIZE OF AD	1 TIME	3 TIMES	6 TIMES	12 TIMES
FULL PAGE	\$888.	\$848.	\$811.	\$765.
JUNIOR PAGE	661.	640.	620.	579.
HALF PAGE	578.	552.	536.	449.
2/5 PAGE	484.	468.	448.	401.
1/3 PAGE	417.	408.	390.	364.
1/4 PAGE	368.	353.	333.	291.
1/5 PAGE	312.	291.	279.	244.
1/8 PAGE	253.	238.	221.	202.
1/10 PAGE	180.	165.	155.	140.
1/16 PAGE	117.	113.	106.	101.
1/20 PAGE	101.	91.	85.	80.
MARKETPLACE	37.	35.	32.	

### WEB ADS AVAILABLE FOR DISPLAY ADVERTISERS - \$35

#### Conditions

The 12x rate, color premiums and premium positions are not commissionable. Commissionable rates **must be paid within 30 days** of billing to maintain discount. To be eligible for a 15% commissionable rate an ad must come from an ad agency and include an insertion order. The agency must accept full responsibility for payment on behalf of their clients. After 90 days, **THE HORSE** reserves the right to bill the client directly. Prepayment discount does not apply to commissionable rates.

#### Color Premiums

Black and 1-color - \$50 • Full Color - \$100 to \$200 (see size sheet.)  
Advertisers are requested to provide hard copy color proofs.  
Color charges are Not Commissionable.

#### Premium Positions

15% additional: page 3 and back page.  
Back page dimensions are 9 1/2" horizontal, 9 3/4" vertical.

E-mail: info@horsedelval.com • Regular mail: P. O. Box 223, Unionville, Pa. 19375 • Overnight: The Horse, 721 Haines Mill Rd., West Chester, Pa. 19382

#### Prepayment

10% discount for check; 5% discount for credit card off cost of space, not applicable to Marketplace ads, color charges, production charges, premium space or discounted rates (i.e. The Stallion Issue, etc.). Payments **must be received** by **THE HORSE before the advertising deadline** and accounts must be current to receive prepayment rate.

#### Production Charges

New ad makeup: 5% of space rate, **minimum \$15.**  
Nominal fee for changes to existing copy.

#### Advertising Specifications

Camera ready copy accepted only by e-mail or on disk. All fonts and artwork must accompany ad. Color images must be converted to CMYK, 85-line screen. Our primary software is Quark 6.5. Ads also accepted in Photoshop (JPEG, EPS, TIFF), Pagemaker 6.0 or earlier; Illustrator; Freehand 3.0; Multi-ad Creator 4.0 or Adobe Acrobat 7.0 PDF files with embedded fonts. If possible, please Stuff (MAC) or Zip (PC) files prior to transmitting.  
**If ad can only be submitted as hard copy, please contact your rep for best option.**  
The Horse works in a MAC based postscript font environment.  
IBM and truetype fonts may convert during production.

## Classified Advertising Rates

	PREPAID	BILLED
FIRST (4) FOUR LINES (MINIMUM)	\$ 22.00	\$ 32.00
EACH ADDITIONAL LINE(S)	\$ 5.00 per line	\$ 6.00 per line

\* Count approx. 25-28 characters per line - includes spaces and punctuation.

**B&W PHOTO CLASSIFIED - \$35.00**      **COLOR PHOTO CLASSIFIED - \$45.00**  
(Limited to Items for Sale. No Real Estate, Business Products or Services)

### Advertising Agreement

All reservations are made subject to the following conditions:

The forwarding of any order and/or advertising copy for publication is construed as an unqualified acceptance of all rates and conditions under which is at the time sold by the Publisher.

Camera-ready materials consist of completed ads in our dimensions, which require no editing. Tear sheets, faxes and photocopies ARE NOT camera-ready. Change of copy and cancellation of any advertisement will not be accepted after closing date of 3:00 p.m., 3 days prior to publication date. **Cancellations after this date will be charged the full price of the ad.** To receive a pre-publication proof, materials must be submitted 10 days prior to the display advertising deadline, and specify in writing that a proof is required.

Publisher shall not be liable for more than one incorrect insertion due to errors or omissions in or of any advertisement, for which it may be responsible, beyond the cost of the actual space occupied or to have been occupied by item in which error, omission or failure to insert occurred, and then to the extent of one "make good" insertion. Errors which do not lessen the value of the item or items will not be corrected by "make good" insertion. Claims for adjustments must be made within one week of publication.

All property rights, including any copyright interest, to any advertisements produced by the Publisher, using artwork and/or typography furnished or arranged by us, shall be the property of the Publisher. No such ad or any part thereof may be reproduced without the prior consent of the Publisher.

The Publisher reserves the right to terminate or revise the rates herein at any time.

Advertiser and advertising agency will indemnify and hold harmless the Publisher, its officers, agents, employees, and contractors, for all contents supplied to the Publisher, including text, representations, and illustrations of advertisements printed, and for any claims arising from contents including, but not limited to, defamation, invasion of privacy, and copyright infringement.

Publisher shall not be liable for failure to print, publish, or circulate all or any issue in which an advertisement is accepted by the Publisher.