

Warmbloods Today magazine is the sport horse industry's hottest publication reaching amateurs and professionals who purchase, train, compete and/or breed these expensive, high caliber horses. Target your message to these affluent buyers!

AD SIZES

FARM / BREEDER / EVENT RATES			
All Color Rates · Non-commissionable			
Size	1X	2-3X	4-6X
Full Page	\$ 893	\$ 840	\$ 788
1/2 Page	\$ 536	\$ 504	\$ 473
1/4 Page	\$ 286	\$ 269	\$ 252

COMMERCIAL RATES			
All Color Rates · Non-commissionable			
Size	1X	2-3X	4-6X
Full Page	\$ 998	\$ 945	\$ 893
1/2 Page	\$ 599	\$ 567	\$ 536
1/4 Page	\$ 319	\$ 302	\$ 286

SPECIAL POSITIONS			
All Color Rates · Non-commissionable			
Size	1X	2-3X	4-6X
Covers 2, 3 & Page 3	\$1,100	\$1,050	\$ 1,000
Cover 4	\$1,200	\$1,150	\$1,100
Special Positions: Additional 10%			
Multiple ads per issue: Save 10% on add'l ads			

Space and material deadlines:

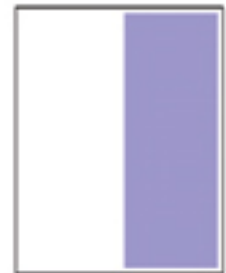
Jan/Feb closes Dec 1	arrives Jan 3
Mar/Apr closes Feb 1	arrives Mar 1
May/Jun closes Apr 2	arrives May 1
Jul/Aug closes Jun 1	arrives Jul 2
Sep/Oct closes Aug 1	arrives Aug 31
Nov/Dec closes Oct 1	arrives Nov 1

Eastern Reg'l Mgr: Jane Fitzwilliam 802-376-9449
 jane@warmbloodstoday.com
 Western Reg'l Mgr: Janell Baranski 317-258-2207
 janell@warmbloodstoday.com



FULL PAGE

Bleed area: 8.625 x 11.125 "
 Live area: 7.375 x 9.875 "
 Trim size: 8.375 x 10.875 "



1/2 PAGE VERTICAL

3.5 x 9.875 "



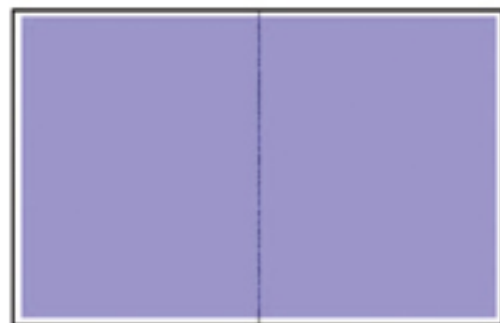
1/2 PAGE HORIZONTAL

7.25 x 4.75 "



1/4 PAGE VERTICAL

3.5 x 4.75 "



TWO PAGE SPREAD

Bleed area: 17" x 11.125 "
 Live area: 16" x 10"
 Trim size: 16.75" x 10.875"

*Ask about discounts
 for pre-payment
 of contracts!*

WARMBLOODS

Your Connection to the Modern Sport Horse

WARMBLOODS

T O D A Y
Your Connection to the Modern Sport Horse

We encourage all advertisers to submit ad material electronically (via email, ftp or on a CD). **Warmbloods Today** is a 4 color publication. Process color only.

ELECTRONIC SPECIFICATIONS

Digital materials required. PDF file that has been prepared for printing (high resolution). We cannot use PDF files that have been prepared for use on the World Wide Web. The following will be accepted at no additional charge if furnished according to the following specifications. Please provide files on CD ROM in one of the following formats: QuarkXPress 6.5 or lower (MAC), collected for output with report, all fonts and linked graphics files and include color proof. Adobe Illustrator 9.0 or lower (MAC) Photoshop CS or lower (MAC). Any other type of file requires use of an outside vendor and may result in additional charges.

Use stylized fonts and do not apply style attributes to basic fonts. Fonts with styles applied will default to Courier. All elements must be placed at 100% size. Avoid rotation or cropping of images in Quark. Do this in Illustrator, Photoshop, or Freehand. Do not nest EPS files in other EPS files. No RGB images are allowed. Process colors only.

VERY IMPORTANT

For all digital files, ensure that any graphics are at least 300 dpi at the required ad size. Please refrain from sending ads as GIF or PICT images. The quality of the text is compromised and requires resetting at an additional charge to the advertiser.

PC FORMAT

Please note: When sending files in PC format, please use one of the "accepted desktop publishing software" packages listed above. Also, be sure to include all fonts and imported graphics along with a proof. Formats such as PowerPoint Painter, Publisher, or Corel Draw are unacceptable and may require reconstruction of an advertisement at an additional charge or may result in the return of the ad to the advertiser. If the accepted desktop publishing software is not available to you, please see below to have us construct an ad.

PRODUCTION CHARGES

Extra mechanical work on electronic files such as enlargements, reproductions, major copy and/or illustration changes, half-tones, screens, handwork, manipulation of digital files, etc., will be billed at prevailing rates. This includes the manipulation of ad materials in order to make them acceptable for publication. Camera Ready art will incur a scanning and digital transfer fee of \$50.00.

AD DESIGN WORK

Warmbloods Today can design a basic 4 color ad for the price of \$150. You supply us with the photos, graphics, logos and text emailed to ads@warmbloodstoday.com. **Please, CHECK ALL CONTENT, SPELLING AND TEXT. ADVERTISER IS SOLELY RESPONSIBLE FOR APPROVED CONTENT ON THE FINAL AD.**

STORAGE OF PRINTING MATERIALS

All printing materials will be stored by publisher for twelve (12) months and then destroyed unless otherwise advised in writing by the advertiser.

Email final ad materials to: ads@warmbloodstoday.com

FTP site available to upload files greater than 10 MB.

Questions? Call 352-759-2300