

# Horsetrader WORKS

## Display Advertising

California Horsetrader is the leading horse publication in California. 20,000 copies are distributed twice-a-month to about 1,000 horse-related businesses including retail outlets, feed stores, tack stores, trailer dealers and Western stores. Thousands more are delivered to all major horse shows, stock horse events, equine expositions and trade shows. Display ads also appear in our online searchable database at [Horsetrader.com](http://Horsetrader.com) free of charge, where we receive nearly half-a-million page views each month!

## Digital Horsetrader

Our print publication can be viewed each issue online! Digital Horsetrader boasts many unique features, allowing users to interact with your Display Ad — from click-throughs to your own website URL's to "rich media" features like video or slideshows, with or without sound! Digital Horsetrader demonstrates our commitment to ensuring your message reaches **both print AND online audiences!**

## Ad Agreements

A Display Ad contract guarantees you the best possible discount for any ads placed during your contract year. Contracts are cancelable, subject to the lowest frequency rate. Your first ad must be pre-paid. MasterCard, Visa, Discover and American Express accepted.

## Ad Copy Policies

All ad copy is subject to publisher's approval. Any error should be reported immediately as publisher's liability is limited to the first insertion. Subsequent publication of the same unreported error is advertiser's sole responsibility. Preferred position is available on a contract basis for full-page, 4-color ads only, when space allows, and, with a preferred position fee added to Display Ad rate. Photo proofs are not accepted unless submitted with an approval letter signed and dated by the photographer.

## Easy Ad Online Order System

You can easily and conveniently place your print and online classifieds and Fototrader orders from your own computer, seven days a week, 24 hours a day at [horsetrader.com](http://horsetrader.com). Submit your photos and videos, too!

California  
**Horsetrader**  
horsetrader.com

760/546-1184

sales@horsetrader.com

P.O. Box 462950

Escondido, CA 92046-2950

**horsetrader.com**

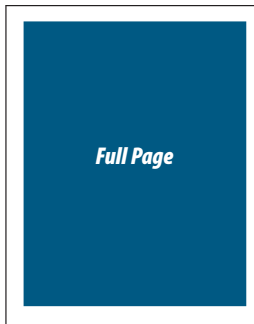
24-Hour Fax: 760/546-1459

Office Hours: Mon. – Fri. 8 a.m. – 5:00 p.m.

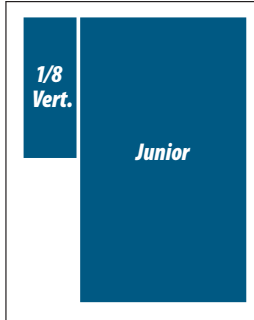


**Award-winning California Horsetrader!**

Proud member of American Horse Publications dedicated to promoting better understanding and communications within the equine industry.

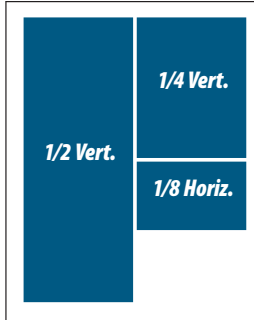


Full Page



1/8  
Vert.

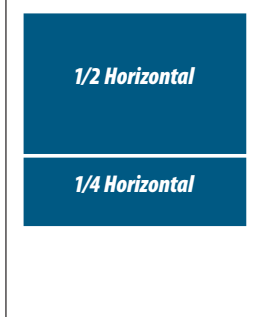
Junior



1/2 Vert.

1/4 Vert.

1/8 Horiz.



1/2 Horizontal

1/4 Horizontal

## Display Advertising Rates

All insertion rates are cost per issue

|        | One x | 2-5 x | 6-11 x | 12-23 x | 24 x  |
|--------|-------|-------|--------|---------|-------|
| Full   | \$575 | \$560 | \$519  | \$466   | \$446 |
| Junior | \$444 | \$434 | \$397  | \$373   | \$332 |
| 1/2    | \$353 | \$342 | \$311  | \$280   | \$255 |
| 1/4    | \$199 | \$192 | \$182  | \$164   | \$142 |
| 1/8    | \$113 | \$106 | \$98   | \$86    | \$78  |

## Color Rates

Space cost additional.

Full color: \$99 Spot color: \$50

## Ad Sizes

| Ad Size               | Width   | Height  |
|-----------------------|---------|---------|
| Full Page (bleed)     | 8.875"  | 11.0"   |
| Trim                  | 8.375"  | 10.5"   |
| Live Area             | 7.625"  | 9.75"   |
| Full Page (non bleed) | 7.625"  | 9.75"   |
| Junior                | 5.6875" | 9.75"   |
| 1/2 V                 | 3.75"   | 9.75"   |
| 1/2 H                 | 7.625"  | 4.8125" |
| 1/4 V                 | 3.75"   | 4.8125" |
| 1/4 H                 | 7.625"  | 2.344"  |
| 1/8 V                 | 1.8125" | 4.8125" |
| 1/8 H                 | 3.75"   | 2.344"  |

## Production Schedule 2011-2012

| Issue# | Issue Code | Publication Date | Ad Deadline |
|--------|------------|------------------|-------------|
| 6      | 1A         | Jan. 5, 2012     | Dec. 27*    |
| 7      | 1B         | Jan. 19, 2012    | Jan. 9      |
| 8      | 2A         | Feb. 2, 2012     | Jan. 23     |
| 9      | 2B         | Feb. 16, 2012    | Feb. 6      |
| 10     | 3A         | Mar. 1, 2012     | Feb. 20     |
| 11     | 3B         | Mar. 15, 2012    | Mar. 5      |
| 12     | 4A         | April 5, 2012    | Mar. 26     |
| 13     | 4B         | April 19, 2012   | April 9     |
| 14     | 5A         | May 3, 2012      | April 23    |
| 15     | 5B         | May 17, 2012     | May 7       |
| 16     | 6A         | June 7, 2012     | May 29*     |
| 17     | 6B         | June 21, 2012    | June 11     |
| 18     | 7A         | July 5, 2012     | June 25     |
| 19     | 7B         | July 19, 2012    | July 9      |
| 20     | 8A         | Aug. 2, 2012     | July 23     |
| 21     | 8B         | Aug. 16, 2012    | Aug. 6      |
| 22     | 9A         | Sept. 6, 2012    | Aug. 27     |
| 23     | 9B         | Sept. 20, 2012   | Sept. 10    |
| 24     | 10A        | Oct. 4, 2012     | Sept. 24    |
| 1      | 10B        | Oct. 18, 2012    | Oct. 8      |
| 2      | 11A        | Nov. 1, 2012     | Oct. 22     |
| 3      | 11B        | Nov. 15, 2012    | Nov. 5      |
| 4      | 12A        | Dec. 6, 2012     | Nov. 26     |
| 5      | 12B        | Dec. 20, 2012    | Dec. 10     |

\* Deadline adjusted for Holiday (2pm)

## CUSTOMER SUPPLIED ADS

### FORMAT

We can accept the following format:

### Acrobat PDF

(Press Setting)

Please contact your sales representative regarding settings for 4-color and Spot.

100 line screen (lpi)  
300 dpi for ALL images

### FTP SITE:

Ask your rep for access information

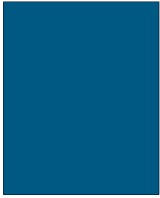
## Mechanical Requirements for Camera Ready Ads

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### Here are the specifications you requested:

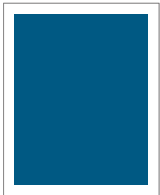
All photos and text must be 300 dpi resolution in CMYK (for 4-color ads) or Grayscale (for black/white ads). If submitting from Adobe Illustrator, InDesign or QuarkXPress, please embed fonts. Supply all ads in PDF format, please. Ads may be submitted to lori.wilson@horsetrader.com.

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### Full Page with Bleed

- 8.875"w × 11"h
  - 7.625"w × 9.75"h - Live Image Area
  - Bleed Margins: Top: 0.75, Bottom: 0.5, Left/Right: 0.625
  - All photos and text to remain inside the margins with the exception of background images or patterns which are to bleed.
- 



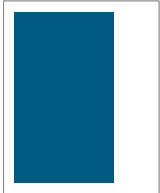
### Full Page, Non-Bleed

- 7.625"w × 9.75"h
- 



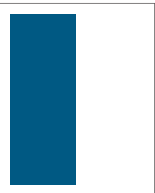
### Double-truck, Non-Bleed

- 16.5"w × 9.75"h
- 



### Junior Page

- 5.6875"w × 9.75"h
- 



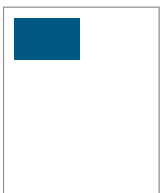
### 1/2 Page

- Vertical - 3.75"w × 9.75"h
  - Horizontal - 7.625"w × 4.8125"h
- 



### 1/4 Page

- Vertical: 3.75"w × 4.8125"h
  - Horizontal: 7.625"w × 2.344"h
- 



### 1/8 Page

- Vertical: 1.8125"w × 4.8125"h
- Horizontal: 3.75"w × 2.344"h