



A Better Breed of Advertising™

In print. Online. Socially networked.

California Horsetrader and Horsetrader.com reach more people faster than any other regional print-online combination. Period. We provide a marketplace for the buying and selling of horses and horse-related products, and foster a sense of community in the equine industry.

With a distribution of over 18,000 copies statewide in a glossy magazine format, found in more than 900 horse-related businesses and—plus nearly 1,000 unique visitors to our website daily—we provide the complete media marketplace. Online features are complemented by social media integration and enhanced with advertiser commercial spots for added impact.

Online Features

horsetrader.com

- Over 1,000 unique visitors daily.
- Search by category.
- Advance search reads all ads including display ad text.

Banner Ads

- Standard and mobile.
- Open rate: \$450 per month
- With print ad: \$250 per month

Video/ Commercials

- Any length commercial can play adjacent to each ad on Horsetrader.com.
- YouTube® format.

Digital Issue

- Easily read on all mobile devices.
- Active URL links to website and email, direct dial and map.
- "Rich Media" video/ commercial integration.

Targeted e-Marketing (see supplement)

- Augment your display ad plan by leveraging our powerful database.
- Schedule on a regular basis to 10,000 recipients each.
- Easily read on all mobile devices with active website, email, direct dial and map.
- Inform, educate, promote, interact, and engage.

Facebook

- Integrate your advertisement to get more mileage on your ad dollar by easily posting your complete ad on Horsetrader.com directly to your Facebook page.
- Facebook "Post-of-the-day". Ask for affordable rates.

Production Schedule 2017

PUBLICATION DATE	AD DEADLINE
January	Dec. 21
February	Jan. 23
March	Feb. 20
April	Mar. 22
May	Apr. 20
June	May 22
July	June 21
August	July 21
September	Aug. 22
October	Sept. 20
November	Oct. 20
December	Nov. 20

*Deadline adjusted for holiday

Display Advertising Rates

Color

SIZE	1-5x	6-11x	12x
Full	\$675	\$625	\$565
Junior	\$565	\$515	\$475
Half	\$455	\$425	\$395
Quarter	\$295	\$275	\$255
Eighth	\$205	\$185	\$165

Black & White

SIZE	1-5x	6-11x	12x
Full	\$615	\$565	\$495
Junior	\$505	\$455	\$415
Half	\$395	\$365	\$335
Quarter	\$235	\$215	\$195
Eighth	\$145	\$125	\$105



Award-winning California Horsetrader!

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

Display Advertising Specs

All ads should be submitted in high-resolution Adobe PDF format. TIFF files are also acceptable.

Include or embed all fonts, or convert to outlines.

All images should be at least 300 dpi and converted to CMYK (or grayscale for black & white ads).



**Full page
WITH BLEED**
8.875"×11"
(includes .25" bleed on all sides)
Trim Size: 8.375"×10.5"
Live Area: 7.625"×9.75"

WITHOUT BLEED
7.625"×9.75"

DOUBLE-TRUCK
16.5"×9.75"

Web Banner Ad Sizes

72dpi JPEG format.

Standard Browser
575×70 pixels

Mobile Browser
320×70 pixels

Junior page
5.6875"×9.75"

**½ page
VERTICAL**
3.75"×9.75"

**½ page
HORIZONTAL**
7.625"×4.8125"

**⅛ page
VERTICAL**
1.8125"×4.8125"

**¼ page
VERTICAL**
3.75"×4.8125"

**⅛ page
HORIZONTAL**
3.75"×2.344"

**¼ page
HORIZONTAL**
7.625"×2.344"