

Paint Horse Journal

2012 Advertising Rate Card

Why should you advertise in the Paint Horse Journal?



The **Paint Horse Journal** offers more discounts.

In 2012, the *Paint Horse Journal* offers more opportunities than ever to market your horse, program or business at substantial savings. There is a special advertising opportunity or discount in each and every month during our year-long 50th anniversary celebration, and some months have as many as three different ad specials to choose from.

The **Paint Horse Journal** delivers your target market!

If the Paint Horse community is your target audience, there is no better place to reach them. *Journal* readers spend an average of 3½ hours reading an issue—plenty of time for your ad to be seen and remembered.

The **Paint Horse Journal** has a confirmed circulation!

Our circulation is verified by the U.S. Postal Service—no inflated claims or vague numbers. Plus, the *Journal* is read by an average of three readers per issue—that's almost 35,000 readers!

The **Paint Horse Journal** verifies every ad!

As the official publication of APHA, the *Journal* has an obligation to ensure that all information included in advertisements is in accordance with official APHA records. This is a win/win for readers because they know they can buy and sell with confidence, as all ads are checked and verified.



Publication Profile

Frequency.....Monthly

Distribution.....11,505 (2011 average) U.S. and International

Annual Subscription Price\$30—U.S. 1-Year

\$45—Canadian 1-Year

\$75—International 1-Year

Single Copy Price.....\$4.50

Subscriptions.....Mailed 21st of the month preceding the cover date

Newsstand CopiesOn sale the 1st of the month

The monthly, award-winning *Paint Horse Journal* is the official publication of the American Paint Horse Association (APHA), which was established in 1962 as the American Paint Stock Horse Association. In 1996, APHA became the second-largest equine registry in the U.S., based on the number of horses registered annually. APHA has registered more than a million horses in 59 nations and territories since it was founded, and now serves approximately 64,000 active members around the world. The *Paint Horse Journal* editorial, advertising and production offices are located at APHA headquarters in Fort Worth, Texas.

Advertising Sales

U.S./International Sales (817) 222-6432 • sales@apha.com

Classified Ad Sales (817) 222-6430 • classifieds@apha.com

Mailing Instructions

Contracts, orders and all advertising materials should be sent to:

Paint Horse Journal

Advertising Department

2800 Meacham Boulevard

Fort Worth, Texas 76137

Consistency builds brand exposure quickly.

Studies show that it takes five to seven exposures to an ad before action is taken. A six-time contract is the bare minimum if you want to build your brand; a 12-time contract is more cost effective and puts your business in front of purchasers each month.

With our new low rates and discounts, you can place a full-page, full-color ad in the Journal for as little as \$538.

2012 Advertising Rates for APHA Members

Horse-based businesses that specialize in equine sales (excluding auction companies), training, showing or breeding, and regional horse clubs are eligible for these rates. All production work and custom designer services are available at no extra charge. All prices are per ad, per issue.

Full Color	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$900	\$850	\$800	\$650
2/3 Page	\$725	\$700	\$625	\$600
1/2 Page	\$625	\$600	\$525	\$500
1/3 Page	\$495	\$480	\$465	\$415
1/4 Page	\$445	\$420	\$380	\$350
1/6 Page	\$365	\$335	\$320	\$300

Spot Color	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$750	\$720	\$680	\$625
2/3 Page	\$600	\$575	\$565	\$510
1/2 Page	\$480	\$460	\$435	\$405
1/3 Page	\$395	\$385	\$375	\$340
1/4 Page	\$365	\$335	\$320	\$300
1/6 Page	\$245	\$235	\$225	\$215

Black & White	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$600	\$575	\$550	\$500
2/3 Page	\$535	\$510	\$490	\$445
1/2 Page	\$460	\$440	\$415	\$385
1/3 Page	\$350	\$340	\$330	\$295
1/4 Page	\$315	\$285	\$270	\$250
1/6 Page	\$195	\$185	\$180	\$170

Inside Front, Inside Back and Back Cover

Covers are sold on a yearly, non-cancellable basis.

Inside Front and Inside Back Covers, Full-Color only.....	\$1,000
Outside Back Cover, full-color only.....	\$1,250

First-time Advertiser Special Rates

Full-Page, Full-color \$700 Half-Page, Full-Color \$500 No other discounts apply.

Contract Advertisers

As a bonus for our advertisers on multi-issue contracts, display ads 1/4 page and larger appear online on painthorsejournal.com for free during the month of publication.



2012 General Advertising Rates

Businesses that sell commercial products such as tack, trailers, clothing, consumables, auction services, insurance or manufactured goods or services other than those offered by a breeder or trainer are eligible for these rates.

Advertisers submitting completed, camera-ready ads, on-time and in accordance with *Paint Horse Journal* digital specifications are eligible for a 15% discount. All prices are per ad, per issue.

Full Color	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$1,025	\$1,000	\$950	\$800
2/3 Page	\$865	\$825	\$780	\$740
1/2 Page	\$750	\$715	\$675	\$640
1/3 Page	\$570	\$555	\$535	\$480
1/4 Page	\$515	\$485	\$440	\$405
1/6 Page	\$435	\$425	\$415	\$390

Spot Color	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$820	\$785	\$740	\$675
2/3 Page	\$645	\$620	\$595	\$545
1/2 Page	\$555	\$530	\$505	\$470
1/3 Page	\$455	\$445	\$435	\$395
1/4 Page	\$420	\$390	\$370	\$345
1/6 Page	\$340	\$330	\$320	\$300

Black & White	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$705	\$670	\$625	\$560
2/3 Page	\$530	\$505	\$480	\$430
1/2 Page	\$440	\$415	\$390	\$355
1/3 Page	\$340	\$330	\$320	\$280
1/4 Page	\$305	\$275	\$255	\$230
1/6 Page	\$225	\$215	\$210	\$200

Inside Front, Inside Back and Back Cover

Covers are sold on a yearly, non-cancellable basis.

Inside Front and Inside Back Covers, full-color only.....	\$1,455
Outside Back Cover, full-color only.....	\$1,695

Paint Horse Marketplace

This is a special advertising section in each issue and, according to reader surveys, one of the first sections read. Arranged by category, it offers readers an easy way to find your product or service. This section is economically priced, so restrictions apply to layout and design.

Horses For Sale and Stallion Alley sections offer Paint Horse, Quarter Horse and Thoroughbred owners and trainers ways to advertise horses for sale and/or stallion services economically. These sections are designed for maximum readability and are similar in format.

- A word-count limitation applies
- All type appears in black
- Typeface at publisher's discretion
- One-horse/one-color photo per ad
- Ad proofs are not provided
- Ads may be edited for clarity, accuracy or to meet word-count limits

Marketplace ads run on *painthorsejournal.com* at no additional charge during the month(s) of publication

For information on placing a Marketplace ad, contact Journal sales.

Horses For Sale

Advertise a single horse for sale using a full-color photograph and description.

Horses For Sale	1 Issue	3 Issues	6 Issues	12 Issues
1/6 Page	\$200	\$175	\$150	\$100

Prices are per ad, per issue

- 50-word maximum
- No logos
- Templated format
- Single-insertion ads must be pre-paid

Hot Shot Teddy
2012 Paint Horse Colt
See: Rustles and Dixie
Call: 781-781-7818
This horse is a true champion of the world, with a beautiful coat and a calm disposition. He is a true champion of the world, with a beautiful coat and a calm disposition. He is a true champion of the world, with a beautiful coat and a calm disposition.

2012 Blazhok To Trot
2012 Paint Horse, Mare
See: 2012 Blazhok To Trot
Call: 781-781-7818
This horse is a true champion of the world, with a beautiful coat and a calm disposition. He is a true champion of the world, with a beautiful coat and a calm disposition.

Painted Treasure JH
2012 Bay Thoroughbred, Mare
See: Painted Treasure JH
Call: 781-781-7818
This horse is a true champion of the world, with a beautiful coat and a calm disposition. He is a true champion of the world, with a beautiful coat and a calm disposition.

2012 Blazhok To Trot
2012 Paint Horse, Mare
See: 2012 Blazhok To Trot
Call: 781-781-7818
This horse is a true champion of the world, with a beautiful coat and a calm disposition. He is a true champion of the world, with a beautiful coat and a calm disposition.

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2012 Blazhok To Trot
2012 Paint Horse, Mare
See: 2012 Blazhok To Trot
Call: 781-781-7818
This horse is a true champion of the world, with a beautiful coat and a calm disposition. He is a true champion of the world, with a beautiful coat and a calm disposition.

Horse's Name
Year • Color • Pattern • Sex

Price

Offered by:
Farm Name
Address
City, State, Zip
Phone Number
E-mail Address
Web site

... followed by a brief description of your horse's outstanding attributes (not of 50 words).

"I give all the credit for being successful in the horse business to the Paint Horse Journal."

– Lloyd Johanningmeier, Iowa

Stallion Alley

Promote your stallion with a full-color photograph and description.

- 35-word maximum
- Templated format
- One stallion featured per ad
- Additional stallions may be listed by name only and are included in word count
- Limit three incentive logos, no business logos

Stallion Alley	1 Issue	3 Issues	6 Issues	12 Issues
1/8 Page	\$250	\$225	\$200	\$150

Prices are per ad, per issue

Stallion's Name
 Year • Color • Pattern
 Sex: Name
 Dam: Name
 Description of your stallion: i.e. characteristics, behavior, measurements etc.
 Accomplishments in the show ring
 Titles and points earned etc.
 and more
Fee: \$ Amount
 Guarantees, Services
Farm Name
 Contact 2
 Contact 3
 Contact 4
 Contact 5
 Contact 6

Classifieds Section

Full-Color Business Card Ads

Business Card Ads	1 Issue	3 Issues	6 Issues	12 Issues
1/2 Page	\$105	\$100	\$95	\$90
1 Inch	\$90	\$85	\$80	\$65

Prices are per ad, per issue

- No stallion service or horse for sale ads
- No agency or club discounts apply
- These rates apply to all advertisers

Text-Only Ads

Ad cost is \$1 per word, per issue, with a 10-word minimum (\$10). The advertiser's state will be added at the end of each ad at no charge.

- All ads must be pre-paid
- No agency discounts
- No capital letters, boldface type or centered headings
- No blind ads
- Phone numbers, email addresses and websites count as one word each
- Abbreviations are not necessary, as they count as one word
- Ads can be submitted via mail, email, fax and online
- Ads cannot be accepted over the phone

Equine Spa Visit
 Professional services for your horse's well-being.

Point Mare/Fillies for Sale or Lease
 BLACK OVERO FILLY in 2nd year, bred to Champion Stallion \$12,000 (incl 220-2615). Non-keeper.

WESTERN FRASER CHAMPION
 Grand English Saddle, 15 1/2" Loin, 16" Girth and one year old gelding. \$2,500. Call for more info.

THREE-YEAR-OLD TOMAHAWK
 \$10,000. Call for more info.

Professional Services
 CARL THORNY APPRAISAL
 American Society of Equine Appraisers. 2128 22nd Avenue, Fort Collins, CO 80501.

Plan your year!

Each issue of the Journal offers something for everyone,
but certain issues offer special advertising opportunities.

2012 Editorial and Advertising Calendar

Issue <i>Special Emphasis or Advertising Promotion</i>	Materials Deadline
January <i>APHA World Champion Show Results</i>	November 22
February <i>APHA 50th Anniversary Issue</i>	December 20
March <i>Breeders' Trust Stallion Showcase</i>	January 25
April <i>2011 Performance Review/Top 20 Section</i>	February 22
May <i>Farm & Ranch Business Special</i>	March 23
June <i>AjPHA 2012 Youth World Championship Show Program</i>	April 23
July <i>Spotlight on Versatility / Show Fashion Guide</i>	May 23
August <i>Weanling and Yearling Showcase / Sale Event Discount</i>	June 22
September <i>AjPHA 2012 Youth World Championship Show Results</i>	July 24
October <i>2012 APHA World Championship Show Program</i>	August 24
November <i>Holiday Gift Guide / Reining & Cow Horse Discount Breeder Combo Package</i>	September 25
December <i>Annual Stallion Issue</i>	October 25
January 2013 <i>2012 APHA World Championship Show Results</i>	November 21

Special 2012 Marketing Opportunities

JANUARY

Materials Deadline: November 22, 2011

World Show Top 10 Winners Discount

The ad must feature the horse placing in the Top 10 of any World Championship Show class. Advertising discount is off the contract or open rate.

World Show Top 10	Full-Page	Half-Page
Full-Color	25% off	25% off

FEBRUARY

Materials Deadline: December 20, 2011

APHA 50th Anniversary Special

This issue is the introduction of APHA's anniversary year of events and sure to be a collection's edition. Share your history and contributions to APHA and the Paint Horse breed and congratulate APHA on this milestone. This discount only available for congratulations, retro- and historic-type ads.

Anniversary Discount	Full-Page
Member Discount	50% off
General Discount	25% off

MARCH

Materials Deadline: January 25

Breeders' Trust Stallion Showcase

Promote stallions enrolled in the APHA Breeders' Trust for the 2012 breeding season. One stallion per ad. Templated section includes production charges and one color image. To be eligible to advertise, stallion subscription fees must be paid prior to the materials deadline.

Stallion Showcase	Full-Page	Half-Page
Full-Color	\$650	\$420

APRIL

Materials Deadline: February 22

Top 20, Honor Roll & Zone Winners Discount

The ad must feature a horse and/or rider finishing in APHA's 2011 Top 20, Honor Roll or Zone winners. Discount is off contract or open rate.

Winners Discount	Full-Page	Half-Page	Multi-Page
Contract Rate	\$550	\$425	\$500
Non-Contract Rate	\$650	\$525	\$600

MAY

Materials Deadline: March 23

Farm & Ranch Business Special

More than 75% of *Paint Horse Journal* readers have purchased products or services advertised in the magazine. Tap in to this loyal market by advertising your farm and ranch buildings and equipment, software, tack, feed or insurance business in the May issue. All ads will be grouped together in a special section.

Farm & Ranch Discount	Full-page	Half-Page	Spotlight
Full-color	\$600	\$420	\$100

JUNE

Materials Deadline: April 23

AjPHA 2012 Youth World Championship Show Program

Advertise in the *AjPHA World Show Program* and reach *Journal* readers, as well as spectators and exhibitors at the show. The *Program* is bound into the June issue of the *Journal* and distributed separately at the show. *Surcharge rates apply in addition to regular space rates.* If you have a multi-issue contract, add the surcharge to your contract rate.

Youth Show Program	Full-Page Surcharge	Half-Page Surcharge
Full Color	\$295 + space rate	\$160 + space rate
Two Color	\$215 + space rate	\$135 + space rate
Black and White	\$190 + space rate	\$110 + space rate

JULY

• Materials Deadline: May 23

Paint Horse Versatility Special / Fashion Special

We're offering two special discounts for the July issue. Advertise your ranch versatility, team penning, ranch sorting, mounted shooting and competitive trail horses in this issue. If you have a show or Western clothing or accessory business, advertise it in our special fashion section.

Versatility Discount	Full-Page	Half-Page
Full Color	\$600	\$500

Fashion Special	Full-Page	Half-Page	1/4-Page	Spotlight
Full Color	\$600	\$420	\$350	\$100

AUGUST

• Materials Deadline: June 22

Weanling and Yearling Showcase / Sale Event Discount

Advertising your weanlings and yearlings in this special section, which is also featured in August on *painthorsejournal.com*. This is a templated ad section and the layout of each ad is set up in a predetermined format. Includes production charges and one color image.

Weanling & Yearling	1/8 Page
Full Color	\$150

Sale Event Discount

Promote your production/breed sale or auction event at a great discount. Reach the dedicated Paint Horse consumer when they are planning their late summer and fall sales visits. Discount only available on full page ads.

Member Discount	25% off
General Rate Discount	25% off

SEPTEMBER

• Materials Deadline: July 24

AjPHA 2012 World Championship Show Top 10 Winners Discount

The ad must feature the horse placing in the Top 10 at the AjPHA World Championship Show. Discount is off contract or open rate.

Top 10 Discount	Full-Page	Half-Page
Full Color	25% off	25% off

OCTOBER

• Materials Deadline: August 24

2012 APHA World Championship Show Program

Advertise in the *APHA World Championship Show Program* and reach *Journal* readers, as well as spectators and exhibitors at the show. The *Program* is bound into the October issue of the *Journal* and distributed separately at the Show. *Surcharge rates apply in addition to regular space rates*. If you have a multi-issue contract, add the surcharge to your contract rate.

World Show Program	Full-Page Surcharge	Half-Page Surcharge
Full Color	\$295 + space rate	\$160 + space rate
Two Color	\$215 + space rate	\$135 + space rate
Black and White	\$190 + space rate	\$110 + space rate

NOVEMBER

• Materials Deadline: September 25

**Breeder Combo Package / Holiday Gift Guide
Reining & Cow Horse Special**

We're offering three special discounts for the November issue.

- #1 - Advertise your stallion in both the November and December issues, get more exposure, and save money. Buy a full page in the November issue and receive a 25% discount on December's full-page ad.
- #2 - Retailers and e-tailers—get your gifts noticed by advertising in our Holiday Gift Guide. Let us

deliver your products and information to our horse-loving readers so they can shop from the comfort of home.

#3 - If your breeding or training program focuses on working horses, advertise your reining and cow horses at a special discount in this issue.

Breeder's Combo	Full-Page November	Full-Page December
Full Color	Regular Rate	25% Off
Holiday Gift Guide	Full-Page	Half-Page
Full Color	\$600	\$420
Reining/Cow Horse Special	Full-Page	
Member Discount	25% off	
General Discount	25% off	

DECEMBER • Materials Deadline: October 25

Stallion Issue

Get 25% off your December stallion issue by running the ad first in November.

JANUARY 2013 • Materials Deadline: November 21

World Championship Show Top 10 Winners Discount

The ad must feature the horse placing in the Top 10 at the APHA Open & Amateur World Championship Show. Discount is off contract or open rate.

World Show Top 10	Full-Page	Half-Page
Full Color	25% off	25% off

Additional Advertising Products

Summer & Fall World Championship Show Scoreboard Ads

We will add some pizzazz to your World Show video effects and feature it on the scoreboard in the John Justin arenas, capturing the attention of all the spectators. If you have a 30- or 60-second video already produced, you can run that instead. View samples of our animated ads on painthorsejournal.com.

Journal ad with animated



These options require the purchase of a full- or half-page ad in the June or October issue

- \$350 1-page *Journal* ad with animation effects, or you provide us with your own 30-second video.
- \$500 2-page *Journal* spread with animation effects, or you provide us with our own 60-second video.

These options DO NOT require the purchase of a full- or half-page ad in the June or October issue

- \$500 30-second advertiser-supplied video
- \$650 1-minute advertiser-supplied video

Custom Options

Add some WOW to your ad!

Give your ad that eye-catching, extra-special touch by utilizing custom inserts, foldouts, gatefolds and bind-in cards. Samples can be found in the Advertising Info section of painthorsejournal.com, or by contacting *Journal* Sales.



Discounts

Discount Policy

With the exception of our Frequency and Prompt Payment discounts, the rest of our discounts cannot be piggybacked on top of each other. One discount per ad, unless otherwise noted, the largest discount will apply.

First-Time Advertiser Discount

This one-time rate allows you to purchase a full-page, full-color ad for only \$700 and a half-page, full-color ad for only \$500. No other discounts apply. To get this rate for additional issues, sign a six-issue contract.

Frequency Discount

A multi-issue contract helps build awareness and is one of the most effective ways to promote your business. Advertisers placing ads in three or more issues during a 12-month period are eligible for a frequency discount. To receive the frequency discount, a contract must be signed and returned prior to the first insertion deadline.

Our frequency discount policy is very flexible. Display ads can be a mixture of sizes and still qualify for the contract rate and discount.

Camera-Ready Discount—15%

Advertisers who submit completed (camera-ready) display ads by published deadline and in accordance with *Paint Horse Journal* digital specifications and official APHA records are eligible for a 15% discount. Ads for Stallion Alley, Horses for Sale and other templated sections are not eligible for this discount.

- “Camera-ready” is an ad created and completed by an outside designer or ad agency that requires no changes
- Camera-ready ads picked up from a previous issue with no changes are also eligible for this discount
- Billing statement will reflect details
- Prepaid ads are excluded

Materials On-Time Discount—5%

Advertisers that meet the deadline for sending new ad materials for *PHJ* Graphics-created ads receive a 5% discount off the current month's bill.

- Available for new ads only, this discount is not given for “pick-up” or “pick-up with changes”

APHA Regional Club Discount—25%

Officially-recognized APHA Regional Clubs are eligible for a 25% discount on the APHA Member advertising rate for ads placed in the *Paint Horse Journal*. See page 3 for rates.

Prompt Payment Discount—2.5%

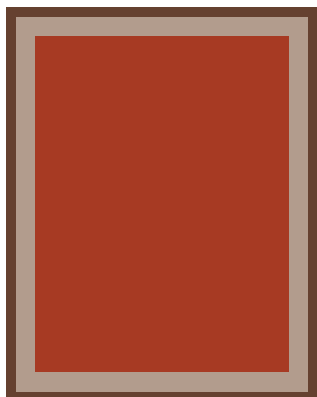
Advertisers who pay their bill by the 10th of each month receive a 2.5% discount off the current month's bill.

- Billing statement will reflect details
- Prepaid ads are excluded
- Payment must be postmarked by the 10th of the month
- May be combined with any other discount

Multi-Page Discount Package—20%

This special pricing tier offers a 20% discount off the ad rate for five or more full-page ads in a single issue. Each ad must match in design and all pages must be booked and paid for by the same advertiser. This discount does not apply to fold-out sections.

Bleed & Trim Specifications



- **Bleed Size**
- **Trim Size** (final page size)
- **Live Image Area** (items of importance should stay within this area so that they will not be cut off when page is cut to trim size)

Decimal Dimensions

Full Page

Live Image Area	7.25" × 9.5"
Trim Size.....	8.25" × 10.5"
Bleed Size	8.5" × 10.75"

2/3 Page

Vertical	4.5625" × 9.375"
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1/2 Page

Vertical	4.5625" × 7"
Horizontal	6.9375" × 4.625"

1/3 Page

Vertical	2.1875" × 9.375"
Horizontal	4.5625" × 4.625"

1/4 Page

Strip	2.1875" × 7.00"
Vertical	3.375" × 4.625"
Horizontal	4.5625" × 3.4375"

1/6 Page

Vertical	2.1875" × 4.625"
Horizontal	4.5625" × 2.25"

1/12 Page

Vertical	2.1875" × 2.25"
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1 Inch

Horizontal	2.1875" × 1.0625"
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Horses For Sale

Vertical	2.1875" × 4.625"
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Stallion Alley

Horizontal	3.5" × 2.25"
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Fractional Dimensions

Full Page

Live Image Area	7 ¹ / ₄ " × 9 ¹ / ₂ "
Trim Size.....	8 ¹ / ₄ " × 10 ¹ / ₂ "
Bleed Size	8 ¹ / ₂ " × 10 ³ / ₄ "

2/3 Page

Vertical	4 ⁹ / ₁₆ " × 9 ³ / ₈ "
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1/2 Page

Vertical	4 ⁹ / ₁₆ " × 7"
Horizontal	6 ¹⁵ / ₁₆ " × 4 ⁵ / ₈ "

1/3 Page

Vertical	2 ³ / ₁₆ " × 9 ³ / ₈ "
Horizontal	4 ⁹ / ₁₆ " × 4 ⁵ / ₈ "

1/4 Page

Strip	2 ³ / ₁₆ " × 7"
Vertical	3 ³ / ₈ " × 4 ⁵ / ₈ "
Horizontal	4 ⁹ / ₁₆ " × 3 ⁷ / ₁₆ "

1/6 Page

Vertical	2 ³ / ₁₆ " × 4 ⁵ / ₈ "
Horizontal	4 ⁹ / ₁₆ " × 2 ¹ / ₄ "

1/12 Page

Vertical	2 ³ / ₁₆ " × 2 ¹ / ₄ "
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1 Inch

Horizontal	2 ³ / ₁₆ " × 1 ¹ / ₁₆ "
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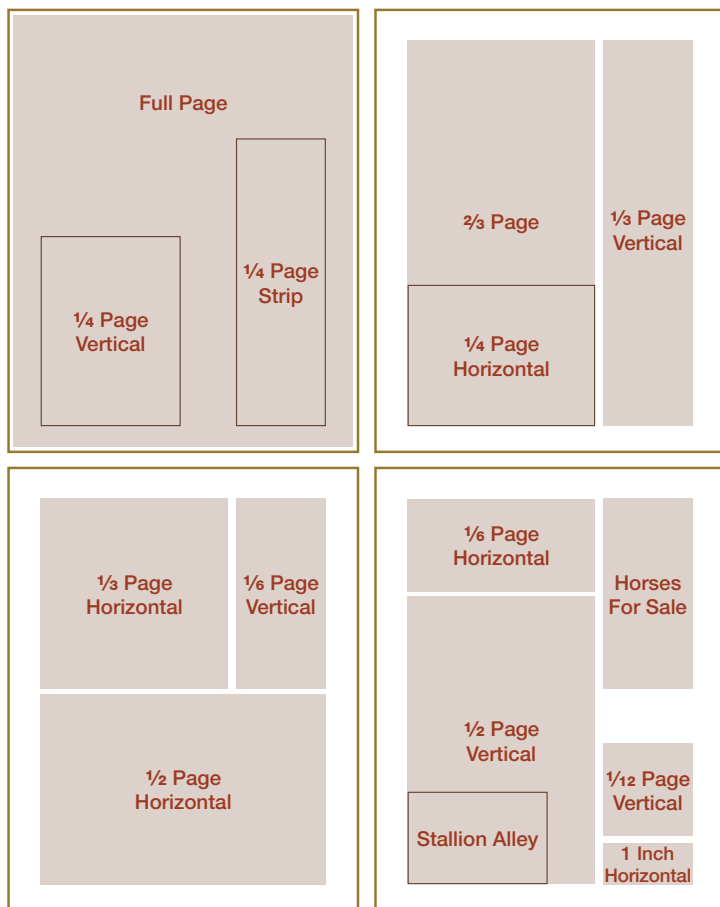
Horses For Sale

Vertical	2 ³ / ₁₆ " × 4 ⁵ / ₈ "
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Stallion Alley

Horizontal	3 ¹ / ₂ " × 2 ¹ / ₄ "
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Layout Specifications



Fees and Services

Production Charges

Production charges for ads designed by the *Journal's* award-winning PHJ Graphics are included in the space rates.

Special Ad Positioning

Every effort will be made to comply with customer's position requests, but the publisher will not be bound by any condition appearing in insertion order or copy instructions regarding positions of individual ads.

Advertisers may request placement within the first third of the magazine. A 20% surcharge will be added to the regular advertising rate if premium page placement is available. Full-page advertisers on a 12-issue frequency contract can purchase a specific premium page for the 20% surcharge. Please note: this must be a full-color, full-page ad. Contact *Journal* sales for available pages.

Late Fees

If you use an ad agency to design and submit your advertisements to the *Paint Horse Journal*, please be aware of *Journal* policies on late ads.

A late fee of \$25 per ad, page per day will be charged to the advertiser for such ads that come in after the appropriate deadline. This late fee applies to ads that must be re-submitted with corrections. Changes made in-house by *PHJ* Graphics are subject to a production fee at the rate of \$75 per hour (\$75 minimum).

Rate and Dimension Changes

Advertising orders are accepted subject to the terms and provisions of the current rate card. Orders and digital specifications are accepted subject to rate changes upon deadline notice from the publisher no less than 60 days prior to issue date.

General Advertising Conditions

All orders are accepted subject to the terms and provisions of this rate card. No conditions appearing on contracts, insertion orders or copy instructions that conflict with this rate card or with the publisher's policies will be binding.

Advertisements are subject to publisher's prior approval, and publisher reserves the right to reject or cancel any advertisement prior to publication for any reason, at any time, without liability. Advertisements placed under any name other than an individual must be accompanied by a completed signature authorization form.

Cancellations

All advertisers, even those on contract, are responsible for contacting the sales manager to reserve space in a given issue. No cancellations will be accepted after the reservation deadline date for each issue. Any ad composed and set by *PHJ* Graphics and not used will be charged for completion.

Liability

The *Paint Horse Journal* will not be liable for any consequential loss or damage occasioned by the failure of any advertisement to appear due to any cause whatsoever, nor does it accept liability for accuracy of information or errors in an advertisement published, nor for the failure of an advertisement to appear on a specified date.

Payment

Payment is due upon receipt of statement. Accounts not paid by the last working day of the month are subject to a service charge of 1½% per month, or 18% annually. Checks returned unpaid for insufficient or uncollected funds may be presented electronically for collection, including return check fees of \$35 domestic and \$70 international. Delinquent accounts could be referred to a collection agency. Advertiser is responsible for paying for all additional collection fees.

Credit Policy

Prepayment is required for all new advertisers for the first insertion order, or advertisers who have not appeared in the *Journal* in the previous two years.

Orders without established credit must be accompanied by a check, money order or credit card (Visa, MasterCard or American Express). Prepayments are due by the materials deadline.

Advertising and Stallion Indexes

The Advertising and Stallion indexes are published as a courtesy to readers. The *Paint Horse Journal* makes every attempt to include all advertisers.

Production Information

Advertising Design and Layout

Any materials provided by the advertiser which do not conform to production requirements and specifications will be changed at the advertiser's expense.

The *Journal* is not responsible for inaccurate output of digital ads submitted and is not responsible for correcting digital images, copy fit and type. When copy changes are not submitted by the advertising materials deadline, copy that has run in previous issues will be inserted. Typewritten or legibly printed copy is required, and the publisher is not responsible for errors due to misinterpretation of illegible handwriting.

Alterations to camera-ready ads will incur production charges at the rate of \$100 per hour (\$25 minimum). Any separations that need to be done will incur production charges for labor and materials.

Digital Specifications

Files may be submitted in Macintosh or PC platform.

Acceptable storage media:

- CD
- DVD
- USB Flash Drive (will not be returned)

Before sending any media, scan for viruses with an up-to-date virus scanning program. If a virus is detected on your media, it will be returned to you for virus removal.

Acceptable file formats:

Please send support files and fonts with these file types.

- .qud–Quark Xpress 7.0
- .ai–Adobe Illustrator versions CS or less (.ai files)
- .psd–Adobe Photoshop versions CS or less (.psd files)
- .indd–Adobe InDesign versions CS3 or lower

Additional acceptable file formats:

- .pdf–Portable Document Format
- .eps–Encapsulated PostScript
- .tiff–Tagged Image File Format
- .jpeg–Joint Photographic Experts Group

Acceptable color profiles and resolution:

- Images/files must be in a CMYK color mode
- Images must have a resolution of 300 pixels per inch (300 ppi or 300 dpi)
- All colors used in a document must be defined as CMYK process colors
- Spot colors must be converted to CMYK, unless running spot color
- Web images or images taken from websites are not acceptable (due to low 72 dpi resolution)

Acceptable Digital File Transfer Methods:

- **Email:** image files should not exceed 10 megabytes (10MB)
- **FTP:** upload/download through FTP site with no size limits
- **FTP Access:** aphaonline.org/ftp/ftpupload.aspx
or painthorsejournal.com (Click on “Place an Ad” for more instructions.)

Photos, Artwork and Digital Images

Photographs of horses offered for sale or standing at stud may not be altered to affect color, conformation or condition. Advertising photos should not be trimmed or cut, and no marks should appear on the photo.

High-quality glossy color prints may be submitted for use with black and white or color ads.

Polaroids™, matte prints, color photocopies and images from a home printer yield poor results and are therefore not accepted.

Printed images should not exceed 12"×18". **Photocopies and faxes are not acceptable for reproduction.** Previously printed material may require retouching or descreening and incur extra charges.

Digital images must be at least 300 dpi. Images from digital cameras may be submitted, but may yield inferior results depending on the quality of the camera. Call *Journal* sales if you have questions about an image's suitability.

A copyright release may also be required for photographs, images, artwork or logos.



300 dpi



72 dpi

Post-Production

Photographs will be returned after the issue in which they appear is mailed. All other advertising materials will be returned only upon request. All photographs and advertising media must be labeled with the horse's registered name, the owner's APHA ID number and owner's last name.

Publisher is not responsible for mail lost or damaged by USPS. Digital files will be retained by the publisher for two years from publication date.

painthorsejournal.com

Please visit *painthorsejournal.com* for all your advertising needs. Information flyers with order forms for all special advertising sections are also available in PDF format. Check for Rate Card updates as well, as these policies are subject to change.

***“It's simple. If you breed Paint Horses,
advertise in the Journal!”***

– Bear Smith, Florida