

CIRCULATION

Arizona Horse Connection is a complimentary print magazine with an estimated readership of 25,000. Copies are distributed free at horse related businesses throughout Arizona as well as being taken to major horse events across the country to be passed out free to exhibitors and spectators alike. Paid subscriptions are available for those readers wishing to have the magazine mailed directly to their home. Arizona Horse Connection is also online in page-turning digital format at www.horseconnectionmagazine.com.

FREQUENCY, CANCELLATIONS AND CLOSING DATES

Published monthly with the release date being the first of every month, deadline date for all ad copy is the 12th of the month preceding the month of issue, with camera ready ads being accepted until the 14th of the month preceding the date of issue. **NO CANCELLATIONS ACCEPTED AFTER THE 12TH OF THE MONTH.**

TERMS

Prepayment is required with all new accounts at time of ad insertion and a valid credit card must be on file with Arizona Horse Connection before any ads are run.

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. In case of any typographical errors or omissions, Arizona Horse Connection, Inc. shall not be liable for damages beyond the cost of advertisement. In addition, Arizona Horse Connection is not liable for typographical errors including the cost of the advertisement resulting from the submission of ad copy in handwritten form or in the case of camera ready copy from another advertising agency.

In the event an account is sent for collection, the advertiser is also responsible for any additional charges incurred including agency collection fees, court costs and attorney fees.

**ARIZONA HORSE CONNECTION
ADVERTISING RATES**

ALL ADS ARE FOUR-COLOR

Although front covers are not sold, Arizona Horse Connection does offer an "advertorial" on the inside pages which consists of a full page color ad with a 2-page accompanying story to be provided by the advertiser.

3-Page Advertorial.....\$600.00

4-COLOR COVERS

Back Cover.....\$550.00

Inside Covers.....\$500.00

4-Color On Inside Pages

Full Page..... \$425.00

3/4 Page..... \$375.00

2/3 Page..... \$320.00

1/2 Page..... \$275.00

1/3 Page..... \$200.00

1/4 Page \$175.00

1/6 Page..... \$100.00

1/8 Page..... \$ 75.00

HORSE PROPERTY SECTION

Full Page, 1/2 Page and 1/4 Page are only sizes offered in Horse Property Section.

All Prices Quoted Are Per Insertion Price.

If three months are paid in advance, a 10% discount will be given on total price.

TRAINERS' SHOWCASE

*Available on six time contract only.
1/10 page color ad for training services.*

\$125.00 single ad or \$225.00 for double ad for all six months.

(Payable in advance)

STALLION ALLEY

1/4 page color ad on stallion services.

1X	3X	6X	9X	12X
\$75.00	\$200.00	\$360.00	\$525.00	\$650.00

(Payable in advance)

BUSINESS CARD DIRECTORY

*Available in 3, 6 or 12 times only
and payable in advance)*

3X	6X	12X
\$65.00	\$120.00	\$225.00

Shopper's Stable - Classified Ads

Horses for sale ads are at no charge if 25 words or less. Photos of horses for sale are \$15.00. All other classified ads are 20¢ per word (\$4.00 minimum) or three months for 50¢ per word (\$10.00 minimum). Photos are an additional \$10.00 per month for the first month, \$5.00 per month for each additional month thereafter. All classifieds must be pre-paid. Deadline: 10th of the month.



Accepted for all ad payments

LAYOUT AND DESIGN SERVICES

Typesetting, layout and design are available to advertisers, generally at no charge. If special production work is done by the publisher, it will be charged to the advertiser at cost.

FREQUENCY CONTRACTS

There are no ad contracts required by Arizona Horse Connection Magazine. All published ad rates are a "per insertion" price, however, three, six and twelve time discount prices are available. Please call for prices and terms.

POSITION

Arizona Horse Connection does not guarantee any position on its ads. For a guaranteed position, a 15% surcharge will be made in addition to the basic space rate.

AD COPY RESTRICTIONS

All ad copy is subject to the publisher's approval and the publisher reserves the right to label clearly as "advertisement" any copy which simulates editorial copy. Publisher also reserves the right to refuse advertising from any one for any reason.

PROOF OF AD

If a proof of the ad is required for approval by advertiser before publication, all ad copy must be in the offices of Arizona Horse Connection no later than the 10th of the month. Proofs can only be faxed or emailed, not regular mailed.

PROTECTION CLAUSE

The advertiser and/or its agency agree to indemnify Arizona Horse Connection, Inc. against any loss, damages or expenses resulting from the unauthorized use, by the advertiser, of any name, photograph, sketch or words which may be protected by copyright or trademark law.

MECHANICALS Horizontal Vertical

Full Page	9.5" x 12.25"	
3/4 Page	9.5" x 8.75"	
2/3 Page	9.5" x 7.85"	6.25" x 11.95"
1/2 Page	9.5" x 5.75"	4.625" x 11.95"
1/3 Page	9.5" x 4"	3" x 11.95"
1/4 Page	4.625" x 5.75"	6.25" x 4"
1/6 Page	4.625" x 4"	3" x 5.85"
1/8 Page	4.625" x 3"	3" x 4.625"

1/2 and 1/3 page ads may also be sized for a three column format using the dimensions of 6.265" x 8" for a 1/2 page ad and 4.625" x 8" or 6.25" x 6" for a 1/3 page ad.

FULL PAGE FULL BLEED ADS

Full page ads may be submitted as a full bleed with the bleed dimension being 11" x 13.75". Live image area must be **NO** larger than 9.5" x 12.25". Anything outside that area has a possibility of being cut off in final trim.

CAMERA READY ADS

Camera ready ads must be submitted as PDF file. If ad is full page, PDF dimensions can be 8 1/2" x 11" with minimum 300 dpi, and they will be enlarged to correct size. Ads smaller than full page should be sent as pdf in the exact specifications for correct ad size. Color ads must be in CMYK format (no pantone colors), with a minimum of 300 dpi for all images. **Black type in color ads must be 100% black, not four color, due to potential registration problems.**

ARIZONA HORSE CONNECTION
1130 Red Cinder Rd • Chino Valley, AZ 86323
(928) 636-8651 • Fax - (928) 636-7602
info@azhorseconnection.com
www.azhorseconnection.com

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