

2010 Magazine Advertising Rates

Full page 8.5" x 11"
\$375

2 page spread 8.5" x 22"
\$700

Half page
Horizontal 7.5" x 5"
\$250

Vertical 3.75" x 10"
\$250

Quarter page 3.75" x 5"
\$120

Business Card 2" x 3.5"
\$40

Front Cover \$525
Back Cover \$475

Call to reserve covers as there may be a waiting list

Classified Ad

Up to 50 words \$20
With B&W photo \$40

State by State Breeding Directory 2" x 3.5"

(list your Stallion w/photo) One full year \$120

Ad information must be submitted by the 5th of the month prior to publication to insure inclusion in that issue. Ads can be submitted camera ready or free setup can be provided with the cost of the ad (earlier submission of information is required for free setup). Charge for mock up of more than 1 ad layout must be negotiated with ad designer. Specific pages of the World Show issue of the magazine and the Rulebook are sold at auction each year at the annual UMH Awards Banquet.

Save money! Contract your ads for the year, pay up front and your cost per issue decreases.

		1X/ issue	2 X/issue	3X/issue
Full page	Color	\$375	\$350	\$325
Half page	Color	\$250	\$225	\$215
Quarter page	Color	\$120	\$115	\$110
Business Card	Color	\$40	\$35	\$30

Combination Online and Print Publication Advertising Rates

Breeders', Trainers' & Sales' Directory -- \$175 per year

Includes publication in each issue of magazine and one year on web site

Breeders' Cup Stallion Directory

Included with Breeders' Cup Nominations

Lifetime Stallion Nomination - listing in each magazine issue and listing with photo on web page

For additional \$75/yr, Lifetime Stallions get color photo ad in each magazine issue for 1 yr

\$25 charge for changing website photo at any time

Yearly Stallion Nomination - listing in each magazine issue for 1 yr and listing on web page (no photo)

For additional \$100/yr, get color photo ad in each magazine issue and photo on web page for 1 yr

For additional \$25/yr, get color photo ad on web page for 1 yr

Online Advertising Rates

Featured Farm Link – Logo with link on home page and sponsors page for 1 yr \$250

Business Directory Listing Listing or Logo on sponsors page for 1 yr \$200