

The
Horse Resource
Magazine





The Horse Resource Magazine

12601 S. 200 W. Muncie, IN 47302

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The Horse Resource Magazine was originally created to cater to the needs of horse people in all disciplines. In a short period of time we have established a respected presence in the horse world.

Our staff knows from experience what horse owners want and it is our goal to give it to them. With a broad range of equine backgrounds; from an AQHA judge to a Horse Camp Instructor and an International Rodeo Finals Qualifier, we have it covered.

Offering our advertisers national distribution with over 10,000 monthly readers and growing. Now, also offering FREE website exposure with each ad purchased for print.

Please take a moment to look at what we offer:

- *Great Rates
- *National Publication
- *Glossy, High Quality Pages
- *Website Exposure
- * Distribution at Many Horse Events & Tack Stores

We look forward to hearing from you soon. In the meantime please keep checking back to our website www.thehorseresourcemagazine.net for new information.

Thank you,
The Horse Resource Magazine Staff
The Horse Resource Magazine
thehorseresource@msn.com



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 www.thehorseresourcemagazine.net

Advertising Rates Effective July 1, 2009

Magazine Print Ads

<u>Color</u>	1X	3X (5%)	12X(10%)
Front Cover	\$700		
Inside Front Cover (Left or Right page)	\$500		
Back Cover	\$600		
Inside Back Cover (Left or Right page)	\$450		
Center Two Page Spread	\$550		
Full Page	\$300	\$855	\$3240
1/2 Page (vertical 3 1/2 x10, horizontal 7 1/2 x4 3/4)	\$200	\$570	\$2160
1/4 Page (3 5/8 x4 3/4)	\$150	\$427.50	\$1620

Black & White

Full Page	\$175	\$498.75	\$1890
1/2 Page (vertical 3 1/2 x10, horizontal 7 1/2 x4 3/4)	\$125	\$356.25	\$1350
1/4 Page (3 5/8 x4 3/4)	\$100	\$285	\$1080
Business Card (Automatically included on web site)	\$25		\$250

Classified Ads

50 Words w/One Photo*	\$35
50 Words/Text Only Ad	\$25

***Classified Ads will be placed in the order in which they are received.*

Showbill Rates (Black & White unless special arrangements)

All showbills will be printed exactly as they are presented.

Full Page	\$140
1/2 Page	\$125
1/4 Page	\$100

PLEASE NOTE: We can design your ad for you. Very reasonable rate of \$50 per ad.

This rate includes all design and layout, copy of your ad sent to you for approval before print.

CAMERA READY AD REQUIREMENTS:

- PDF or JPEG files preferred. JPEG files should be in CMYK or grayscale (for B&W ads) with photo resolution of 300 dpi.
- All Full page ads (8 1/2" x 11") please allow 1/8" for color bleed
- Ads can be sent by email to thehorseresource@msn.com or sent via FTP
- Any questions regarding camera ready ads, contact us.



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Important Advertising Dates for 2009

DEADLINES:

<u>Issue Date</u>	<u>Copy Deadline</u>	<u>Headlines (Subject to change)</u>
January 2009	December 1, 2008	Equine Health
February 2009	January 2, 2009	Stallion Issue
March 2009	February 2, 2009	Truck & Trailer Issue
April 2009	March 2, 2009	Showbill Issue
May 2009	April 1, 2009	Facilities/Futurities
June 2009	May 1, 2009	Foals
July 2009	June 1, 2009	Summer Shows
August 2009	July 1, 2009	Unusual on Horseback
September 2009	August 3, 2009	4-H/Youth
October 2009	September 1, 2009	Congress
November 2009	October 1, 2009	Christmas Ideas/NPBA Edition
December 2009	November 2, 2009	Tribute/Year-End

And Don't Forget.....

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The Horse Resource Magazine Advertising Contract

This contract guarantees the advertiser listed below specifically requested advertisement space in The Horse Resource Magazine for the duration of time listed below. The Advertiser agrees to make payment in full for the specified advertisement space. Payment must accompany advertising contract or other arrangements made with sales representative.

Advertiser Information

Business/Name: _____
(Advertiser)

Contact Position/Name: _____

Address: _____

City _____ **State** _____ **Zip** _____

Phone: _____ **Phone:** _____

Email: _____

Advertisement Information

(Please fill out Advertisement Form and attach to Advertisement Contract)

Ad Space: _____

(Brief description/advertising form will be attached along with copy of ad)

Duration of Ad: _____ **through** _____ **=Number of issues** _____

**Advertiser/
Representative**

Signature: _____ **Date:** _____

Signed (THRM): _____ **Date:** _____

Please make checks payable to

The Horse Resource Magazine

Send payment and information to:

The Horse Resource Magazine

12601 S. 200 W.

Muncie, IN 47302

Total enclosed: _____

e-mail: thehorseresource@msn.com

Advertiser will be responsible for any fees incurred in order to obtain payment including returned check fees.
It is the responsibility of the advertiser to verify that information provided to The Horse Resource Magazine is correct and accurate.
The Horse Resource Magazine will not be held responsible for any incorrect information provided by any advertiser.



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Advertising Form All Ads Based on 8 1/2" x 11" Page (See requirements)

	Color 1X	Color 3X	Color 12X	B & W 1X	B & W 3X	B & W 12X	\$
Front Cover	\$700	X	X	X	X	X	
Inside Front Cover	\$500	X	X	X	X	X	
Back Cover	\$600	X	X	X	X	X	
Inside Back Cover	\$450	X	X	X	X	X	
Two Page Spread	\$550	X	X	X	X	X	
Full Page	\$300	\$855	\$3240	\$175	\$495.75	\$1890	
1/2 Page	\$200	\$570	\$2160	\$125	\$356.25	\$1350	
1/4 Page	\$150	\$427.50	\$1620	\$100	\$285	\$1080	
Business Card	X	X	X	\$25	X	\$250	
SHOWBILL Full Page	X	X	X	\$140	X	X	
SHOWBILL 1/2 Page	X	X	X	\$125	X	X	
SHOWBILL 1/4 Page	X	X	X	\$100	X	X	
Classified Ad w/ Photo	X	X	X	\$35	X	X	
Classified- text only	X	X	X	\$25	X	X	
Ad design/layout	\$50	X	X	X	X	X	
TOTAL							

Name: _____

Address: _____

City _____ State _____ ZIP _____

Billing Address: _____

City _____ State _____ ZIP _____

Phone: _____ Fax: _____ email: _____

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 12601 S. 200 W. Muncie, IN 47302
 email: thehorseresource@msn.com
www.thehorseresourcemagazine.net
*****Deadline*** 1st of preceding month**



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Subscription Form

Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone #: (____) _____

Email address: _____

United States Residents

\$23.00

Outside US

\$40.00

If you would like to receive a monthly issue of The Horse Resource Magazine...
Please fill out information above and return with check or money order to:

The Horse Resource Magazine
12601 S. CR 200 W.
Muncie, IN 47302

OR go online to subscribe at www.thehorseresourcemagazine.net