




WESTERN STATES HORSE EXPO[®]

2011 Program Rates

AD SIZE	Black & White	HN 12x Advertisers	Color	HN 12x Advertisers
 Full Page 7.5" x 10"	\$525	\$315	\$775	\$465
 1/2 Page H: 7.5" x 4.875" V: 3.625" x 4.875"	\$300	\$180	\$475	\$285
 1/4 Page 3.625" x 4.875"	\$185	\$111	\$250	\$150

Advertising Deadline: May 15th, 2011 • We accept MC, Visa, Discover & AMEX

◆ HORSEMAN'S NEWS ADVERTISERS DISCOUNTS ◆

Horseman's News Advertisers will receive special discounts on Western States Horse Expo Program ads.
 Run in the June issue of Horseman's News & get **10% Off** your program ad.
 Run 2-6x in Horseman's News and get **25% Off** your program ad.
 12x contracts in Horseman's News get **40% Off** your program ad.

◆ PREMIUM POSITIONS ◆

Back Cover - \$1200 , Inside Front Cover - \$950, Inside Back Cover - \$875, Page 3 - \$875 and Page 5 - \$875
 All premium positions are available in full color.

◆ FREE AD PRODUCTION ◆

Our art department will produce ads at no charge. This does not include special imaging.
 Taking out backgrounds or special backgrounds are priced per job. Full bleeds and multiple photos are no extra charge.

◆ PAYMENT TERMS ◆

All ads must be prepaid, with checks payable to Horseman's News or credit cards. All returned checks will be charged a \$25 fee.

Publishers of the Western States Horse Expo Program and Proud Sponsors

Horseman's News

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