
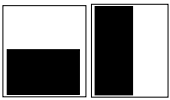
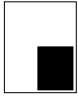


HORSE EXPO

June 8-10, 2012
Cal Expo • Sacramento, California

HORSE Expo

Program Advertising

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 10"	\$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 - **SOLD**, Inside Front Cover - \$950, Inside Back Cover - \$875, Page 3 - **SOLD** 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.

Horseman's News

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(800) 817-7259 • www.HorsemansNews.com