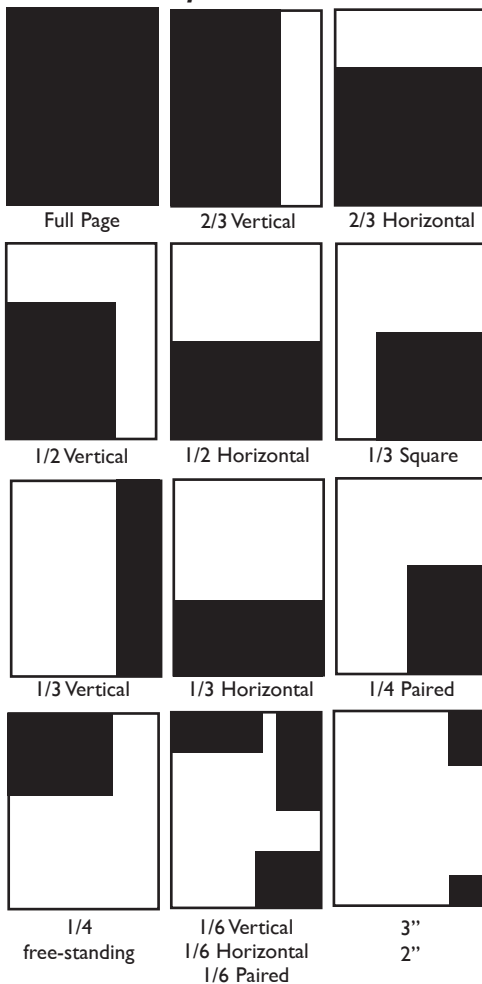


Sample Ad Sizes



Full page Ad Diagram



Use this diagram as a guide when submitting full page ads. Please remember to include a bleed and allow us room for our folio at the bottom of your ad. Adjustments will be made to ads not allowing for these items. A larger diagram may be e-mailed to you upon request. Complete size with bleeds included is 8.25" w x 11" h.

Disclaimer

The Draft Horse Journal reserves the right to reject, edit or cancel any advertising for any reason at any time. Ads unrelated to the heavy horse and mule industry will not be accepted at any time under any circumstances. Advertising agencies and advertisers will indemnify and save the publisher harmless from any losses or expenses arising out of publication of such ads, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement, misrepresentation of animals or products, or failure to deliver merchandise.

We would be happy to answer any of your questions. Please feel free to call, e-mail or write.

Ad Sizes

SIZE	INCHES/FRACTIONS	INCHES/DECIMALS
full page	Trim Size: 8"w x 10-3/4"h with bleeds: 8-1/4"w x 11"h Live Area: 7-5/16"w x 9-1/2"d	Trim Size: 8"w x 10.75"h with bleeds: 8.25"w x 11"h Live Area: 7.33"w x 9.5"h
2/3 horizontal	7-5/16"w x 6-5/16"h	7.33"w x 6.33"h
2/3 vertical	4-13/16"w x 9-1/2"h	4.83"w x 9.5"h
1/2 horizontal	7-5/16"w x 4-5/8"h	7.33"w x 4.67"h
1/2 vertical	4-13/16"w x 7-5/16"h	4.83"w x 7.33"h
1/3 horizontal	7-5/16"w x 3-1/8"h	7.33"w x 3.17"h
1/3 square	4-13/16"w x 4-5/8"h	4.83"w x 4.67"h
1/3 vertical	2-5/16"w x 9-1/2"h	2.33"w x 9.5"h
1/4 paired	3-11/16"w x 4-5/8"h	3.67"w x 4.67"h
1/4 free-standing	4-13/16"w x 3-11/16"h	4.83"w x 3.67"h
1/6 horizontal	4-13/16"w x 2-5/16"h	4.83"w x 2.33"h
1/6 vertical	2-5/16"w x 4-5/8"h	2.33"w x 4.67"h
1/6 paired	3-2/3"w x 3-1/6"h	3.67"w x 3.17"h
3"	2-5/16"w x 3"h	2.33"w x 3"h
2"	2-5/16"w x 2"h	2.33"w x 2"h

Ad copy deadlines and mailing schedule is as follows:

ISSUE	MAILING DATE	AD COPY DUE
Spring	March 15	January 20
Summer	June 15	April 20
Autumn	September 15	July 20
Winter	December 15	October 20

Advertising copy received after the above deadlines will not be included in the magazine.

REPEAT COPY: In the case of a contract advertiser, we would prefer to hear from you in accordance with the ad deadlines for each issue. We do, however, reserve the right to repeat the previous ad if no new copy is submitted, or update it or extend the contract, whichever appears most sensible in our judgement.

If the file you are submitting exceeds our e-mail attachment size limit, please contact us for our FTP information or use dropbox.



The Draft Horse Journal

The World's Foremost Heavy Horse & Mule Publication

ADVERTISING RATES & CONTRACT

Standard Ad Rates • Commercial Ad Rates

Submitting Photos & Ads • Repeat Copy

Tear Sheets • Terms and Conditions

Ad Sizes • Disclaimer • Advertiser's Contract

(319) 352-3817

E-mail: advertising@drafthorsejournal.com

Subscriptions: (319) 352-4046 Fax: (319) 352-2232

P.O. Box 670 • 2700 5th Ave NW • Waverly, IA 50677

www.drafthorsejournal.com

The world's foremost heavy horse and mule magazine is published quarterly, serving the interests of all draft horse breeds.

STANDARD ADVERTISING RATES

Apply to Breeders & Dealers of draft horses and mules, Harness makers, Farmers and Dealers in used or homemade heavy horse equipment. They also apply to public sales, shows, pulls, plowing contests and other events involving these animals.

Black and White Display Advertising Rates

All rates include Free ad design. Photos are **NOT** included in price of ad. There will be a \$10.00 charge for each photo per insert. (Please add photo charge to AD total.)

SIZE	SINGLE INSERT	1 YEAR CONTRACT — PAID IN ADVANCE —
Full Page	\$575.00	\$1960.00
2/3 Page	\$415.00	\$1435.00
1/2 Page	\$300.00	\$1030.00
1/3 Page	\$220.00	\$745.00
1/4 Page	\$175.00	\$595.00
1/6 Page	\$115.00	\$380.00
3" Ad	\$85.00	\$285.00
2" Ad	\$55.00	\$190.00

Color Display Advertising Rates

All rates include Free ad design. Additional photos over allotted amount will be charged at \$75.00 each. (Please add photo charge to AD total.)

SIZE	PHOTOS INCLUDED	SINGLE INSERT	1 YEAR CONTRACT — PAID IN ADVANCE —
Full Page	3	\$975.00	\$3575.00
2/3 Page	2	\$760.00	\$2820.00
1/2 Page	1	\$575.00	\$2190.00
1/3 Page	1	\$490.00	\$1905.00
1/4 Page	1	\$350.00	\$1330.00
1/6 Page	1	\$225.00	\$855.00
3" Ad	1	\$140.00	\$532.00
2" Ad	1	\$100.00	\$380.00

If you have any questions about which rates apply to you or upcharge to color please call our advertising coordinator.

The Publisher's judgement is final

SUBMITTING PHOTOS

- For best results please e-mail high resolution jpgs (300 d.p.i. or higher) or send the ORIGINAL PHOTOS.
- No images taken off of web sites please, they are low resolution files.
- We can use original photos of any size. They can be enlarged or reduced as needed or cropped.
- Please **DO NOT** glue, tape, or staple your photos to your ad layout.
- Please **DO NOT** mark up the original photo with crop marks. The easiest way to indicate crop lines is with post-it notes.
- Your original photos will be returned after the publication has mailed.
- Make sure all photos, logos and clip art are of the best quality.
- Please **DO NOT** place your digital images in a Microsoft Word document.
- Please ensure photographers permission has been acquired for the use of the photo and they are credited on the photo or ad.
- Unaltered photos are preferred. Our design department can help with your photo editing requests.

NO BLIND ADS. Information must include name, city & state/province. E-mail address only does not suffice. Applies to all standard & commercial advertisers.

SUBMITTING ADS

If you are providing a finished "ready-to-go" ad, it must be to our **EXACT** specifications. Please let us know the ad size and whether the ad is intended to be color or black/white.

- "Ready-to-go" Ads may be submitted via e-mail or request our FTP information.
- Our preferred accepted file format is high resolution pdf, tiff or jpg files.
- Alternate file formats accepted for Mac users - Adobe InDesign, Adobe Photoshop & Adobe Illustrator. (include fonts & graphics/links with file)
- Files must be CMYK or grayscale, 300 dpi.
- We CAN NOT use Microsoft Publisher files. Such layouts are incompatible with our system and need to be reset.
- Ads will run as they are provided, however DHJ may alter ads not created to fit our specs/templates.
- Always follow up with a phone call to be sure that we received your files and that they are usable/correct.

Tear Sheets: One tear sheet will be supplied to each display advertiser upon publication.

Terms and Conditions: Payment must accompany orders for first time advertisers. This includes individuals who have not advertised in the past four publications. All other accounts become due and payable upon publication. Interest charges of 1.5% monthly will apply on unpaid accounts ninety days after publication and continue to accrue until paid in full.

COMMERCIAL ADVERTISING RATES

Apply to feed companies, insurance companies, newly manufactured equipment, books, videos, specialty items, artwork, trailer sales, etc.

Black and White Display Commercial Rates

All rates include Free ad design. Photos are **NOT** included in price of ad. There will be a \$10.00 charge for each photo per insert. (Please add photo charge to AD total.)

SIZE	SINGLE INSERT	1 YEAR CONTRACT — PAID IN ADVANCE —
Full Page	\$862.50	\$2940.00
2/3 Page	\$622.50	\$2152.50
1/2 Page	\$450.00	\$1545.00
1/3 Page	\$330.00	\$1117.50
1/4 Page	\$262.50	\$892.50
1/6 Page	\$172.50	\$570.00
3" Ad	\$127.50	\$427.50
2" Ad	\$82.50	\$285.00

Color Display Commercial Rates

All rates include Free ad design. Additional photos over allotted amount will be charged at \$75.00 each. (Please add photo charge to AD total.)

SIZE	PHOTOS INCLUDED	SINGLE INSERT	1 YEAR CONTRACT — PAID IN ADVANCE —
Full Page	3	\$1462.00	\$5362.50
2/3 Page	2	\$1140.00	\$4230.00
1/2 Page	1	\$862.50	\$3285.00
1/3 Page	1	\$735.00	\$2857.50
1/4 Page	1	\$468.00	\$1778.40
1/6 Page	1	\$300.00	\$1140.00
3" Ad	1	\$185.00	\$703.00
2" Ad	1	\$125.00	\$475.00

The Draft Horse Journal Advertiser's Contract

You are hereby authorized to insert our _____ (size) page advertisement in *The Draft Horse Journal*

- A. Single insertion in the spring summer autumn winter issue.
Rate \$ _____
- B. Yearly contract (4 consecutive issues) commencing with the _____ issue.
Contract to be paid in advance at the rate of \$ _____.

Name of the Firm: _____ By: _____ (Agent)

Address: _____ E-mail: _____



Exp date _____

Cd# _____

4/11 Phone: _____