



THE AMERICAN HANOVERIAN

ADVERTISING RATES

The American Hanoverian offers an excellent opportunity to reach the Hanoverian market. It is mailed free to all active members and has a press run of approximately 2400 copies.

Layout and Design

The American Hanoverian can be contracted to prepare your advertisement for a small fee. Just send in your photograph/artwork, text and a rough idea for the layout, and we will be happy to provide an estimate for production. Many ads can be produced for as little as \$15 to \$25. Photographs may be added for \$20 each. All estimates must be approved by the advertiser before any work will be done.

Classifieds

The Sales List classifieds cost \$30 for members, \$60 for non-members (5 lines approximately 60 characters/line). One horse per ad. Online photo ads now available for an additional \$20-\$30/ad.

Display Ads	Cost	Dimensions
▪ Premium Positions - Full Page Four-Color Only		
Back Cover, Inside Front and Inside Back Covers (if available)	\$575.00	8.5" x 11"
Page Opposite Inside Front and Inside Back Covers (if available)	\$500.00	8.5" x 11"
▪ Full Page Four-Color	\$475.00	8.5" x 11"
▪ Full Page B&W	\$250.00	8.5" x 11"
▪ Half Page B&W	\$125.00	3.5" x 9.75" Vertical 7.25" x 4.875" Horizontal
▪ Third Page B&W	\$95.00	2.25" x 9.75" Vertical
▪ Quarter Page B&W	\$65.00	3.5" x 4.875" Vertical
▪ Sixth Page B&W	\$50.00	2.25" x 4.75" Vertical
▪ Business Card	\$30.00	3.5" x 2" Horizontal

Artwork Specifications:

- Trim size is 8.5" x 11". For full page ads: keep live matter .5" inch from trim, and provide a bleed of not less than .125" on all sides. **Note:** Trim size varies from most national equine publications. Any alterations necessary to make submitted material camera-ready will be billed to the advertiser by the editor.
- **Digital files are required.** Acceptable media in order of preference include CD, zip and floppy disks. Files may be e-mailed only with prior permission. Macintosh format only). All files should be in InDesign 3.0, Quark XPress 4.1, Photoshop 5.5, Illustrator 9.0 or high-resolution PDFs. PageMaker files are subject to compatibility and may incur a conversion charge. Include all fonts and linked graphics. Advertiser must provide proofs and assume responsibility for reproductive quality.
- **Four-color ads:** Advertiser must provide color keys or they will be created by the editor, and advertiser will be billed at a cost of \$45/page.
- **Minimum resolution:** Photographs - 300 dpi; Line art - 600 dpi
- **Discounts:** a 10% discount is applied to the same sized advertisement placed in all four issues of the AHS magazine and the Stallion Book. No Agency Discounts.

Deadlines

Display Advertising and Submissions:

- Spring Issue – February 10
- Summer Issue – May 10
- Fall Issue – August 10
- Winter Issue – November 10

Classifieds:

- Spring Issue – February 20
- Summer Issue – May 20
- Fall Issue – August 20
- Winter Issue – November 20

PLEASE NOTE: ALL ADS MUST BE PREPAID

Please mail or fax copy and payment to AHS Central Office:

4067 Iron Works Parkway, Suite 1 • Lexington, KY 40511
(859) 255-4141 • Fax: (859) 255-8467 • E-mail: ahsoffice@aol.com

Ad materials may be sent to:

Sandra Werkheiser • 3588 Belfry Road • Northampton, PA 18067
(610) 261-0345 • Fax: (610) 261-0337 • E-mail: sandy@unbridledcreative.com