



# 2011 ANNUAL BREEDERS' GUIDE AND STALLION DIRECTORY

## ADVERTISING RATES AND SPECIFICATIONS

The American Hanoverian Society's *Annual Breeders' Guide and Stallion Directory* is an extremely effective advertising venue with a press run of approximately 2,200 copies – offering an excellent opportunity to reach the Hanoverian market in a format which is retained by its recipients and referred to time and time again throughout the year. Plan now to advertise in the 2011 book!

**Please note: Some ad sizes and mechanical requirements have been revised due to formatting and design changes. It is the advertiser's responsibility to ensure their ad conforms to the current requirements. Any alterations necessary to make the submitted materials camera-ready will be billed to the advertiser by the AHS.**

Display Ads	Cost	Orientation	Dimensions	Bleed Size
▪ Outside Back Cover – 4-color bleed only*	\$2000.00	vertical	8.5" x 11"	8.75" x 11.25"
▪ Inside Front/Back Covers – 4-color bleed only*	\$1500.00	vertical	8.5" x 11"	8.75" x 11.25"
▪ Page Opposite Inside Front and Back Covers*	\$1000.00	vertical	8.5" x 11"	8.75" x 11.25"
▪ Full Page Ad – 4-color	\$700.00	vertical	8.5" x 11"	8.75" x 11.25"
▪ Full Page Ad – B&W	\$410.00	vertical	7.25" x 9.75"	**no bleeds
▪ Half Page – B&W	\$240.00	vertical horizontal	3.5" x 9.75" 7.25" x 4.875"	
▪ Third Page – B&W	\$195.00	vertical	2.25" x 9.75"	
▪ Quarter Page – B&W	\$160.00	vertical	3.5" x 4.875"	
▪ Sixth Page – B&W	\$120.00	vertical	2.25" x 4.75"	
▪ Business Card – B&W	\$80.00	horizontal	3.5" x 2"	

\* One premium ad position per advertiser, unless other premium positions are open.

### Advertising AGREEMENT and PAYMENT due October 1, 2010. AD MATERIALS due October 15, 2010.

#### 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 AHS.
- Ads must be supplied camera-ready. Any changes, revisions or conversions necessary to make an ad camera-ready will be billed at \$80/hour. One hour minimum. Each additional 15 minutes billed at \$20.

#### GENERAL GUIDELINES

- **Media:** Files should be supplied on Zip disk, CD or DVD. Special provision may be made for e-mailing ads that do not exceed 2MB. **All files must be accompanied by an appropriate hardcopy proof.**
- **Color:** Set all color information as appropriate to CMYK for 4-color process or grayscale for 1-color.
- **Fonts:** All fonts (include both screen and printer fonts) necessary for printing the ad must be supplied by the advertiser. Do not supply additional fonts not used in the ad. Only Adobe Type 1 fonts from the Adobe Type Library should be used. Other fonts must be converted to paths and placed as graphics. **PC format fonts are NOT compatible.**
- **Matchprints:** Sample output must be supplied with every ad. Advertisers must provide color keys for 4-color ads or they will be created by the printer, and advertiser will be billed at a cost of \$45/page by the AHS. Color output can be helpful for reference, but will not be used as a press proof. Supply laser proofs at 100% size. For color ads, both composite and separated lasers are strongly recommended. **The publisher assumes no responsibility for the quality of color ads printed without a color proof.**
- **Flightcheck:** Flightcheck scans for all digital files are recommended before submitting them for publication.
- **Discounts:** a 10% discount is applied to the same-sized advertisement placed in all four 2011 issues of the AHS magazine (**beginning with the Spring edition**) and the *2011 Annual Breeder's Guide and Stallion Directory*. **No Agency Discounts.**

*Continued on next page*

## FILM SUBMISSION

- Due to printing constraints, ads can no longer be accepted as film and must be supplied as digital files.

## DIGITAL FILE SUBMISSION

- Digital files are accepted only if compatible, and only if the advertiser bears responsibility for reproductive quality. Non-compatible files may forfeit discounts, and may incur conversion charges.
- **Adobe InDesign CS** or **QuarkXpress** for MacIntosh, versions 4.11 to 5.0, preferred. **Corel and Microsoft products are NOT compatible.** If possible, convert non-compatible formats into EPS or PDF. Collect all fonts (screen/printer fonts), including embedded fonts and all graphic files necessary to print the ad. Graphic files should be supplied in either TIFF or EPS format without internal compression, such as LZW or JPEG, applied. Set document size to the exact size of the ad. Remove any custom style sheets prior to submitting files. Ensure that all spot colors are converted to process. Colorization of picture box backgrounds for grayscale TIFFs is not supported. Set the backgrounds of picture boxes containing images to "White"—not "None"—unless the image is a 1-bit line art graphic or is clipped with a clipping path.
- QuarkXpress for Windows is not compatible unless all used fonts have been converted to paths. PC fonts are not compatible with the MacIntosh platform. In some cases Mac fonts may be substituted for PC fonts, but the AHS will not be responsible for altered line breaks, overflows, odd characters, etc.
- Adobe Illustrator, versions 3.0 to CS2, EPS files are acceptable. Supply all used fonts or convert them to paths. Supply all placed graphics not embedded in the file. Convert all colors to CMYK or grayscale as appropriate. Illustrator EPS is not a good format for ads with embedded 4-color process scans, and is not recommended. Similar applications to Illustrator, such as FreeHand and CorelDraw, may be acceptable but are not preferred.
- Adobe Photoshop (or similar) TIFF and EPS files are acceptable. Convert all colors to CMYK or grayscale as appropriate. Flatten all layers and remove unused channels or clipping paths. Clipping paths should have a Flatness setting of 4. Complex clipping paths should be avoided. File size should be 100% dimension at 300 dpi resolution for halftones, and 1200 dpi for bitmaps. Total ink densities of scans and color builds should not exceed 300%. Highlight and shadow points of scanned halftones, either color or grayscale, should not be less than 2% in the highlights or more than 98% in the shadows. Follow SWOP standards for dot gain (20% in the midtone) etc. Remove any halftone screening information or transfer curves from EPS files. Pixel-based formats are not recommended for small size text (below 9-10 pt.). Duotones are not recommended.
- Adobe Acrobat PDF files are acceptable, Acrobat versions 4 to 8. The RGB color space is not acceptable. Convert all colors to CMYK or grayscale as appropriate. Embed all fonts. Specify PDF files as single pages in Binary, not ASCII, format at 2400 dpi resolution, with 150 lpi halftone screens. PDF files that are not in strict compliance with these guidelines will be converted into Photoshop EPS.

## Contract and Copy Regulations

1. All contents and advertisements are subject to Publisher's approval.
  - a. Publisher reserves the right to reject or cancel advertisement insertion order, space reservation or position commitment at any time.
  - b. Special positions are confirmed on a first come, first served basis.
  - c. Publisher expressly reserves the right not to publish any advertisement which, in the opinion of the publisher, is in bad taste, could be misleading, is unsupported by facts of record or does not conform to the standards and style of the American Hanoverian Society.
2. The Advertiser and its Agency agree to relieve the American Hanoverian Society and its employees of responsibility from any and all claims arising out of publication of advertising based on information supplied by Advertiser.
3. All advertising contracts and copy/display must be submitted in writing. The insertion order or covering letter with signature and payment in full must be included with printing materials.
4. All advertising cancellations must be made in writing. Cancellations or changes in order may not be made to the Publisher or its Agency after the closing date of **October 1, 2010. Advertising AGREEMENT and PAYMENT due October 1, 2010. AD MATERIALS due October 15, 2010.**
5. No advertising copy or insertion order will be taken by telephone.
6. The word "advertisement" will be placed with advertising copy which, in the opinion of the Publisher, resembles editorial matter.

**Advertising AGREEMENT and PAYMENT due October 1, 2010.  
AD MATERIALS due October 15, 2010.**

**PLEASE NOTE: ALL ADS MUST BE PREPAID WITH AD AGREEMENT!!**

### Direct Inquiries and Advertising Materials to:

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