



# THE AMERICAN HANOVERIAN SOCIETY

4067 Iron Works Pike, Suite 1 • Lexington, KY 40511-8483

Tel: (859) 255-4141; Fax: (859) 255-8467; E-mail: [ahsoffice@aol.com](mailto:ahsoffice@aol.com); Website: [www.hanoverian.org](http://www.hanoverian.org)

## MAGAZINE DISPLAY ADVERTISING ORDER FORM

Please use one form per ad. Complete form online and e-mail to AHS office or print and fax or mail with payment.

ORDERED BY \_\_\_\_\_ FARM/BUSINESS \_\_\_\_\_  
 ADDRESS \_\_\_\_\_ DAYTIME PHONE \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ EMAIL ADDRESS \_\_\_\_\_

### DEADLINES:

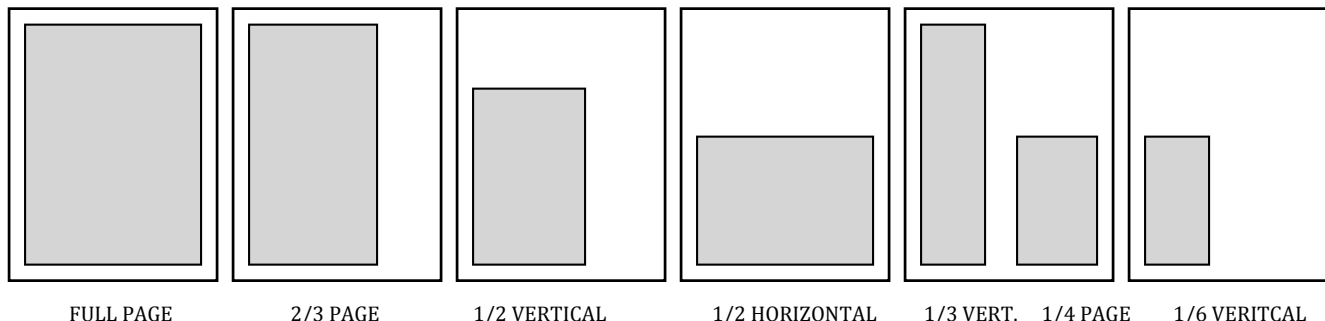
#### DISPLAY ADVERTISING AND SUBMISSIONS

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

### SELECT DISPLAY AD SIZE AND RATE:

Select a standard display ad size and rate below. All ad files must be received as digital files (see artwork specifications on page 2). For classified advertising rates and specifications, see the AHS Classified Advertising Order Form.

Premium Positions	Cost	Dimensions
<input type="checkbox"/> Full Page Four- Color Only Back Cover, Inside Front and Inside Back Covers (if available)	\$575.00	8.5" x 11"
<input type="checkbox"/> Page Opposite Inside Front and Inside Back Covers (if available)	\$500.00	8.5' x 11"
<input type="checkbox"/> Full Page Four-Color	\$475.00	8.5" x 11"
<input type="checkbox"/> Full Page B&W	\$250.00	8.5" x 11"
<input type="checkbox"/> Two-Thirds Page B&W	\$165.00	4.75" x 9.1875" Vertical
<input type="checkbox"/> Half Page B&W	\$125.00	3.5 x 9.75" Vertical
<input type="checkbox"/> Half Page B&W	\$125.00	7.25" x 4.875" Horizontal
<input type="checkbox"/> Third Page B&W	\$95.00	2.25" x 9.75" Vertical
<input type="checkbox"/> Quarter Page B&W	\$65.00	3.5" x 4.875" Vertical
<input type="checkbox"/> Sixth Page B&W	\$50.00	2.25" x 4.75" Vertical
<input type="checkbox"/> 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. All alterations necessary to make submitted material camera-ready will be billed to the advertiser by the editor at a cost of \$65/hour.
- **Digital files are required.** Files may be submitted on CD or via e-mail to [sandy@thedesignwerks.com](mailto:sandy@thedesignwerks.com) (please confirm receipt with editor). Macintosh format only. High-resolution PDF files preferred, TIFF and EPS files also acceptable. Native files from InDesign CS3, Photoshop CS3 or Illustrator CS3 may be acceptable with all fonts and linked graphics included. Advertiser must provide proofs and assume responsibility for reproductive quality.
- **Four-color ads:** Advertiser must provide high-resolution color pre-press quality proofs or advertiser will be billed by the editor at a cost of \$45/page. No exceptions.
- **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.

AGREEMENT: (please sign below)

Advertising agreement between the American Hanoverian Society (AHS), hereinafter called the Publisher, and (Company and contact name) \_\_\_\_\_, hereinafter called the Advertiser or Agency, do hereby contract and agree to a \_\_\_\_\_ size ad at the cost of \_\_\_\_\_ to appear in the *The American Hanoverian* magazine.

*Neither the American Hanoverian Society, its Officers, Directors, nor staff assume any liability, legal or otherwise. Advertising in The American Hanoverian magazine does not constitute endorsement by the AHS. Each horse advertised must have AHS or VhW papers, or an AHS Certificate of Pedigree, or have applied for same with the exception of all non-Hanoverian mares who may be advertised if they have been inspected and accepted into the AHS breeding program. The American Hanoverian Society, through its Board of Directors, reserves the right to accept or reject advertisements for this website at its discretion. All ads placed must comply with material acceptable for all ages. Only current AHS members and board-approved equestrian businesses (those selling services/products to the equestrian community), may advertise in this magazine.*

**I have read and understand the AHS Advertising Terms of Agreement.**

\_\_\_\_\_  
Advertiser/Agency Signature

\_\_\_\_\_  
Date

**PAYMENT (Must Accompany All Orders)**

<input type="checkbox"/> Check Enclosed	
<input type="checkbox"/> I would like to pay via Credit Card:	
<input type="checkbox"/> MASTERCARD	<input type="checkbox"/> VISA <input type="checkbox"/> DISCOVER
CARDHOLDER SIGNATURE: _____	
CARD NUMBER: _____ - _____ - _____ - _____	EXP: ____ - ____
V-CODE (last 3 digits in Signature line): ____	BILLING ADDRESS ZIP CODE: _____

**Mail Form to:** AHS • 4067 Iron Works Parkway • Suite 1 • Lexington, KY 40511 **or FAX:** (859) 255-8467