BREEDER RATE SHEET

Top 5 reasons to advertise in *The American Quarter Horse Journal.*

1. Reach people who can afford your horses.
2. Reach people who race, ride and compete. They buy horses, stud services, etc.
3. Get your advertising message seen multiple times each month you advertise. Subscribers go through each issue an average of **4.8** times.
4. You pay less per subscriber reached by your message than in any other print publication in the industry.
5. Subscribers and pass-along readers number 120,000! You can get it all for just $850 per color page!

WHO ARE WE?

The American Quarter Horse Journal is the mouthpiece of the most popular equine breed in the world. *Journal* readers have a variety of interests, and they spend time and money in pursuit of their fascination with American Quarter Horses. Our readers are the trendsetters in the American Quarter Horse industry.

The *Journal's* editorial content focuses on training and breeding advances, veterinary procedures, health, racing activities, show activities, show results, show and sale calendars, etc. Subscribers use advertising in *The American Quarter Horse Journal* extensively to determine business trends. In short, *The American Quarter Horse Journal* communicates with your customers every month.

BREEDER RATES

Effective with the March 2010 Issue	1 TIME	3 TIMES	6 TIMES	12 TIMES
BLACK & WHITE PAGE	$790	$755	$725	$700
Two-Thirds Page	675	655	625	595
One-Half Page	570	550	530	500
One-Third Page	415	400	385	365
One-Fourth Page	330	320	305	290
One-Sixth Page	235	230	220	210
One Column Inch	$55 flat rate for all frequencies			
FOUR COLOR				
Full-Page	$970	$940	$900	$850
Two-Thirds Page	730	710	685	660
One-Half Page	585	570	550	525
One-Third Page	430	415	405	385
One-Fourth Page	340	330	320	305
One-Sixth Page	245	240	230	220

INSIDE COVERS $1465 **BACK COVER** $1615

Payable in U.S. funds only. Contract required for 3, 6, and 12 time rates. Multiple ads in a given issue or over several issues qualify for the 3, 6, or 12 time rates.

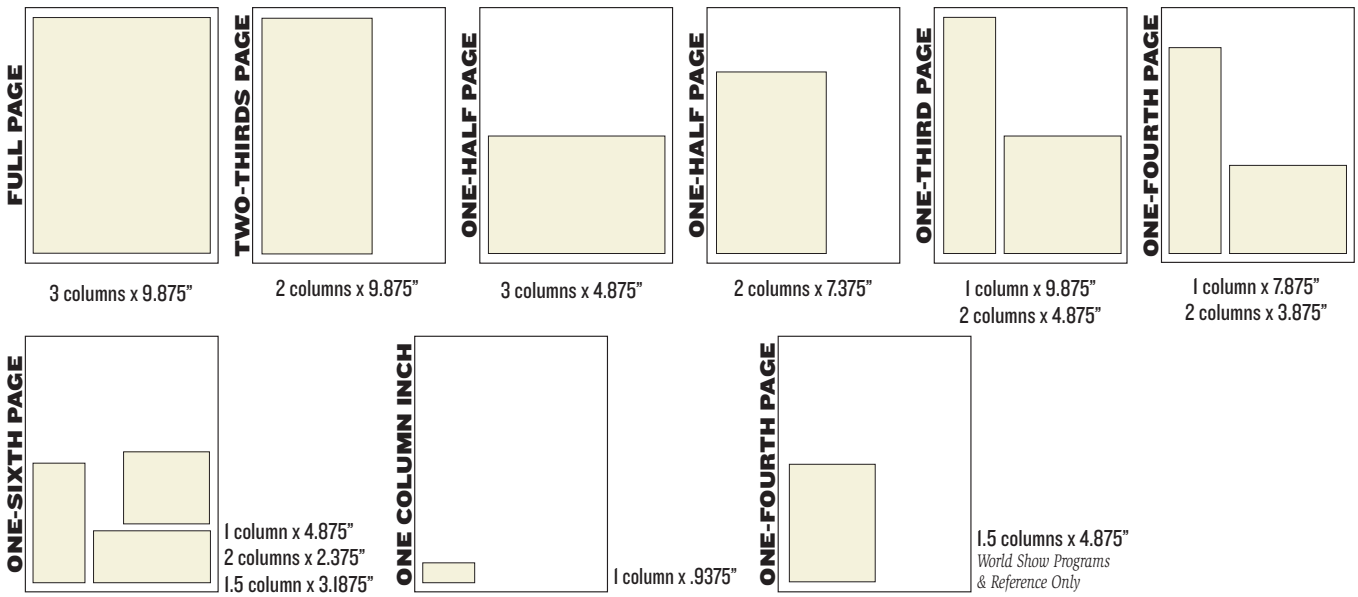
SPECIAL ADVERTISING OPPORTUNITIES

APR. High-point Awards Issue
JUL. Youth World Championship Program
AUG. Select World Championship Program
OCT. Open & Amateur World Championship Program
DEC. Stallion Issue

DIMENSIONS

FULL PAGE – LIVE AREA	7.25" X 9.875"
FULL PAGE – TRIM SIZE	8.25" X 10.5"
FULL PAGE – BLEED SIZE	8.5" X 10.75"
2/3 PAGE	4.8125" X 9.875"
1/2 PAGE	7.25" X 4.875"
1/2 PAGE	4.8125" X 7.375" *Reference Section Only*
1/3 PAGE	2.25" X 9.875"
1/3 PAGE	4.8125" X 4.875" *Reference Section Only*
1/4 PAGE	2.25" X 7.875" *Reference Section Only*
1/4 PAGE	4.8125" X 3.875" *Reference Section Only*
1/4 PAGE	3.5625" X 4.875" *Reference Section Only*
1/6 PAGE	2.25" X 4.875" *Reference Section Only*
1/6 PAGE	4.8125" X 2.375" *Reference Section Only*
1/6 PAGE	3.5625" X 3.1875" *Stallions at Service Only*
BUSINESS CARD	2.25" X .9375" *Reference Section Only*
SINGLE COL WIDTH	2.25"
ONE & ONE-HALF COL WIDTH	3.5625"
DOUBLE COL WIDTH	4.8125"

AD SIZES



Please take a look at the digital sister publication to *The American Quarter Horse Journal,* Journal *PLUS.* Go to: *www.aqha.com* and scroll to the bottom of the page.

ADVERTISING DEADLINES

All copy must be in the Journal office by the 20th of the second month preceding publication. For example the deadline for the January issue is November 20.

MECHANICAL REQUIREMENTS

Printed Web offset. Perfect binding. Paper stock is 45 lb. offset machine coated. 260% maximum four color density. Rotation of colors: blue, black, red, yellow. Specification for inserts on request. Conversions from finished art, rough layouts or other materials will be billed to the advertiser at publishers cost. Note: All material not called for after two years will be destroyed. The magazine uses a Macintosh platform. Acceptable software includes: **Adobe InDesign, Adobe Illustrator and Adobe Photoshop –** ***(as jpeg and pdf files)*****.** Acceptable storage media includes: CDs and DVDs. All images must be composite CMYK high resolution between 200 and 300 DPI. Anything more or less is unacceptable. The magazine's screen is 150 line.

SPECIAL POSITIONS

Subject to availability: pages 1, 5, 7, 9, 11, 13, 15, 19, 21 and 23 may be requested at an additional $125, other full page position requests are honored at an additional $100, small ad positions on page 8 are an extra $60 above earned frequency rates, other special positions for ads of less than a page are $50 above earned frequency rate.

SCANS

First two photo scans per ad are at no charge.
Three or more scans per ad – $100

COVERS

Covers are sold on a yearly non-cancelable basis. All covers must be four-color. Front cover is not sold. Second and third covers, each insertion, are $1465. Fourth cover, each insertion, is $1615.

CLASSIFIEDS

Single Rate Only: $1.10 per word per issue. $10 minimum order. No boxed ads. No commission or frequency discounts on classified ads. Payment must accompany order. Blind ads $20 extra.

CIRCULATION

Circulation is international. Average paid circulation for the 6 months ended June 30, 2011, 41,161 as filed with the Audit Bureau of Circulations, subject to audit. Domestic subscription price is $25 per year. Single copy $4.25 plus postage. Canada is $50 per year. International is $80 per year.

DISCOUNTS

Net due on receipt of invoice. No cash discount allowed.

PROOFS

Proofs of art created by AQHA designers will be supplied if photos and complete ad copy are in AQHA offices five days prior to closing date. No proofs will be sent on camera-ready art supplied by an outside entity.

SPECIAL PUBLICATIONS

- July Youth World Championship Program
- August Select World Championship Program
- November AQHA Open & Amateur World Championship Program

Contact our office for ad closing dates.

PICTURES AND ARTWORK

Black and white or color glossy photographs unmarked and untrimmed are preferred. A rough sketch of any desired artwork is satisfactory. The publisher is not responsible for photographs or artwork.

PUBLISHER'S REQUIREMENTS

All advertising contracts, space orders, and copy are subject to the approval of the publisher. No verbal rate agreements for space orders or more than one insertion. Frequency rates require a contract prior to the first insertion. No contracts between advertiser and someone other than a bonafide representative of the magazine will be honored. Contracts are non-transferable. Space orders non-cancelable after the first of the month. Three, 6, and 12-time contracts are written for one column inch per time, with the advertisers option of using larger ads at the contract rate. Contracts may be extended to the next frequency rate if request is received prior to the copy deadline for further insertions. Contracts cancelled before completion will be short-rated at the lowest rate earned.

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NOTICE:

The American Quarter Horse Journal does not condone the alteration of horses in photographs that appear in advertisements within the magazine, and accepts no responsibility for the accuracy of photographs supplied by other than its own staff. It is the reader's responsibility to satisfy himself concerning the appearance and conformation of a horse before making a business decision.

Advertising containing pedigrees or claims regarding racing, performance or points earned at halter must conform to records kept by the publisher. SUCH COPY THAT IS IN VARIANCE WITH OFFICIAL RECORDS MAY BE CHANGED AS NECESSARY TO MEET THIS REQUIREMENT, WITHOUT CONSENT OF THE ADVERTISER.

In case of typographical errors or omissions the publisher shall not be liable for damages beyond the cost of advertisement.

JQURNAL
THE AMERICAN QUARTER HORSE JOURNAL

The World's Largest Single Breed Monthly Publication
Established 1948

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