

RACING RATE SHEET

Top 4 reasons to advertise in *The American Quarter Horse Racing Journal*.

1. You will reach people who can afford what you sell.
2. You will reach people who are active in the business; they compete and they buy horses, stud fees, products, etc.
3. Your message will have opportunity to be seen several times each month you advertise; subscribers go through each issue an average of 4 times.
4. Your message will get to almost three times the number of American Quarter Horse racing people that can be reached by any other print publication in the industry.

WHO ARE WE?

The American Quarter Horse Racing Journal is a monthly magazine of the American Quarter Horse Association, the registry of the world's most popular equine breed. The sprinters of horse racing, Quarter Horses are known as "America's Fastest Athlete" because they exceed 50 miles per hour in a quarter-mile race. The oldest breed of racehorse in the United States, American Quarter Horses today compete at more than 100 race-tracks in the United States, Canada and Mexico with the industry expanding internationally in countries such as Brazil, Argentina, England, Germany and Italy.

The American Quarter Horse Racing Journal is the most widely read publication covering Quarter Horse racing. Each issue offers owners, breeders, trainers, jockeys, handicappers and racing fans:

- ◆ Coverage of major races
- ◆ Reports of industry news
- ◆ Articles about racehorse health and management
- ◆ Commentary from industry leaders
- ◆ Profiles of notable owners, breeders, trainers and jockeys
- ◆ Complete statistics and pedigree information
- ◆ Coverage of the MBNA America® Racing Challenge, AQHA's racing program held in the United States, Canada and Mexico
- ◆ Columns about historic events, handicapping, equine health and sports medicine
- ◆ Reports of major sales
- ◆ AQHA news

ADVERTISING RATES

<i>Effective with the November 2002 Issue</i>	1 Time	3 Times	6 Times	12 Times
BLACK & WHITE PAGE	\$625	\$615	\$595	\$565
Two-Thirds Page	470	460	445	425
One-Half Page	375	370	355	340
One-Third Page	270	265	255	245
One-Fourth Page	220	215	210	200
One-Sixth Page	155	152	147	140
One Inch Depth	38	37	36	34
BLACK & ONE COLOR PAGE	\$765	\$755	\$735	\$705
Two-Thirds Page	610	600	585	565
One-Half Page	515	510	495	480
One-Third Page	410	405	395	385
One-Fourth Page	360	355	350	340
One-Sixth Page	295	292	287	280
One Inch Depth	178	177	176	174
FOUR COLOR PAGE	\$1125	\$1115	\$1095	\$1065
Two-Thirds Page	970	960	945	925
One-Half Page	875	870	855	840

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.

AD SIZES

FULL PAGE 3 columns x 10"	TWO-THIRDS PAGE 2 columns x 10"	ONE-HALF PAGE 3 columns x 5"	ONE-HALF PAGE 2 columns x 7 1/2"
ONE-THIRD PAGE 1 column x 10" 2 columns x 5"	ONE-FOURTH PAGE 1 column x 8" 2 columns x 4"	ONE-SIXTH PAGE 1 column x 5" 2 columns x 2 1/2"	ONE INCH DEPTH x 1 column wide

COLOR RATES

One extra color per page is \$140. Metallic colors are available at \$415 per color per page. Four color-metallic combination rates on request. Rate for full color is the black and white space rate plus \$500 plus photo scan charges. One scan - \$100, Two scans - \$150, Three or more scans - \$50 each, to a maximum of \$400 per page.

DIMENSIONS

Publication trim size is 8 1/4 x 10 7/8 inches. Live Area for full page is 7 1/4 x 10 inches. Bleed size is 8 1/2 x 11 1/8 inches.

Live Area (Full Page) 7 1/4 x 10	1/4 page 4 13/16 x 3 15/16
Trim Size (Full Page) 8 1/4 x 10 7/8	1/6 page 2 3/4 x 4 15/16
Bleed Size (Full Page) 8 1/2 x 11 1/8	1/6 page 4 13/16 x 2 7/16
2/3 page 4 13/16 x 10	1/10 page 2 1/4 x 3 1/4
1/2 page 7 1/4 x 4 15/16	Large Business Card 2 1/4 x 1 15/16
1/2 page 4 13/16 x 7 7/16	Small Business Card 2 1/4 x 1 5/16
1/3 page 2 1/4 x 10	Long Business Card 4 13/16 x 1 5/16
1/3 page 4 13/16 x 4 15/16	Single Col Width 2 1/4
1/4 page 2 1/4 x 7 15/16	Double Col Width 4 13/16

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 \$1325. Fourth cover, each insertion, is \$1450

SPECIAL POSITIONS

Subject to availability, preferred position requests on full page ads will be honored.

CLASSIFIEDS

Single Rate Only: 70 cents per word per issue. \$7 minimum order. No boxed ads. No frequency discounts on classified ads. Payment must accompany order. Blind ads \$20 extra

ADVERTISING DEADLINES

All copy must be in the *Journal* office by the 5th of the month preceding publication, eg: December 5 for the January issue.

SPECIAL ISSUES

The March issue is the "Annual Review," a complete and invaluable reference of industry statistics from the previous year along with profiles of champion horses and horseman.

The October issue features unrivaled coverage of the All American Futurity, the industry's most famous race.

The December issue is the "Annual Stallion Issue," with articles devoted to stallion care and management and statistics about leading sires and bloodlines.

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 of 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. 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.

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: **Quark Xpress, Adobe Illustrator and Adobe Photoshop.** Acceptable storage media includes: Zip/Jaz cartridges, CD-ROMs and floppy discs. 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. The magazine is printed computer-to-plate. If film is supplied, there will be an additional charge to convert the film to an electronic file (1 color \$30, 2 or more colors \$50). This charge will be added to your advertising invoice.

CIRCULATION

Circulation is international. Average paid circulation for the 6 months ended December 31, 2002, 8,941 as filed with the Audit Bureau of Circulations, subject to audit. Domestic subscription price is \$25 per year. Single copy \$3.50 plus postage. Canada is \$50 per year. International is \$80 per year.

AGENCY COMMISSION

No agency commission allowed.

DISCOUNTS

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

PROOFS

If proofs are required for approval by advertiser before publication, complete copy must be in *Journal* office five days before closing date. Alterations will be made only if time permits.

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.

EDITORIAL CALENDAR

January and February - Race coverage, health, breeding

March - Annual Review Issue - a wrap-up of previous years
World Champions and leading Sires

April - Race coverage, health, breeding

May - Race coverage, training, health, AQHA Convention Report

June through September - Race coverage, training, health

October - All American Issue

November - Race coverage, training, health

December - Annual Stallion Issue - Race coverage, training, breeding

PERSONNEL

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NOTICE:

The American Quarter Horse Racing 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.

Established 1988

RACING

Monthly Publication of the American Quarter Horse Association

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or

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www.aqha.com

