

# GENERAL RATE SHEET

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

1. Reach people who can afford your products.
2. Reach people who race, ride and compete; they use what you sell.
3. Reach users of large amounts of products; subscribers collectively own more than half a million American Quarter Horses.
4. Get your message seen over and over; subscribers go through each issue an average of 4.8 times.
5. Get your message to the right people at a reasonable cost; our cost/thousand is among the lowest in the industry.

### 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.

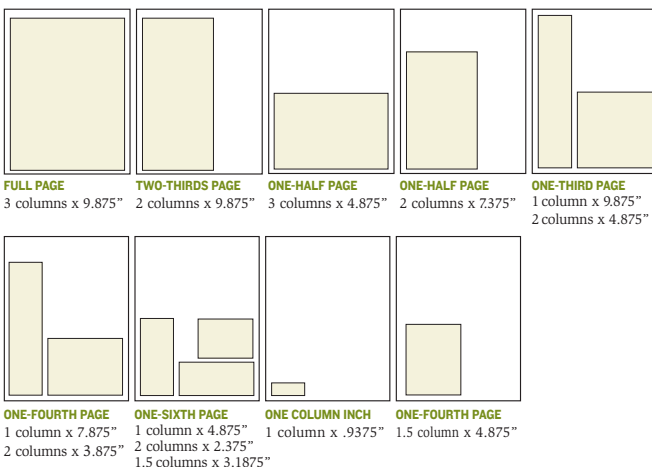
### GENERAL RATES

Effective with the March 2010 Issue	1 Time	3 Times	6 Times	12 Times
<b>BLACK &amp; WHITE PAGE</b>	\$1625	\$1570	\$1510	\$1430
Two-Thirds Page	1220	1180	1135	1075
One-Half Page	985	950	915	865
One-Third Page	715	690	665	630
One-Fourth Page	570	550	530	500
One-Sixth Page	405	395	380	360
One Column Inch	\$90 flat rate for all frequencies			
<b>BLACK &amp; ONE COLOR PAGE</b>	\$1775	\$1720	\$1660	\$1580
Two-Thirds Page	1355	1315	1270	1210
One-Half Page	1105	1070	1035	985
One-Third Page	820	795	770	735
One-Fourth Page	655	635	615	585
One-Sixth Page	465	455	440	420
<b>FOUR COLOR PAGE</b>	\$2125	\$2070	\$2010	\$1930
Two-Thirds Page	1670	1630	1585	1525
One-Half Page	1385	1350	1315	1265
One-Third Page	1065	1040	1015	980
One-Fourth Page	845	825	805	775
One-Sixth Page	605	595	580	560

**INSIDE COVERS \$2415    BACK COVER \$2740**

Payable in U.S. funds only. Contract required for other than 1-time rates. Multiple ads in a given issue or over several issues qualify for rates above 1-time.

### AD SIZES



### 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.

### EXTENDED RATES

Rates only available if all insertions are at least one-half page. Contract required and must be completed within one year.

	18 Times	24 Times	36 Times	48 Times
<b>BLACK &amp; WHITE PAGE</b>	\$1390	\$1340	\$1300	\$1250
Two-Thirds Page	1045	1005	975	940
One-Half Page	840	810	785	755
<b>BLACK &amp; ONE COLOR PAGE</b>	\$1540	\$1490	\$1450	\$1400
Two-Thirds Page	1180	1140	1110	1075
One-Half Page	960	930	905	875
<b>FOUR COLOR PAGE</b>	\$1890	\$1840	\$1800	\$1750
Two-Thirds Page	1495	1455	1425	1390
One-Half Page	1240	1210	1185	1155

### DIMENSIONS

<b>FULL PAGE</b>	<b>LIVE AREA</b> .....	<b>7.25" X 9.875"</b>
	<b>TRIM SIZE</b> .....	<b>8.25" X 10.5"</b>
	<b>BLEED SIZE</b> .....	<b>8.5" X 10.75"</b>
<b>2/3 PAGE</b> .....		<b>4.8125" X 9.875"</b>
<b>1/2 PAGE</b> .....		<b>7.25" X 4.875"</b>
<b>1/2 PAGE</b> .....		<b>4.8125" X 7.375" Reference Section Only</b>
<b>1/3 PAGE</b> .....		<b>2.25" X 9.875"</b>
<b>1/3 PAGE</b> .....		<b>4.8125" X 4.875" Reference Section Only</b>
<b>1/4 PAGE</b> .....		<b>2.25" X 7.875" Reference Section Only</b>
<b>1/4 PAGE</b> .....		<b>4.8125" X 3.875" Reference Section Only</b>
<b>1/4 PAGE</b> .....		<b>3.5625" X 4.875" Reference Section Only</b>
<b>1/6 PAGE</b> .....		<b>2.25" X 4.875" Reference Section Only</b>
<b>1/6 PAGE</b> .....		<b>4.8125" X 2.375" Reference Section Only</b>
<b>BUSINESS CARD</b> .....		<b>2.25" X .9375" Reference Section Only</b>
<b>SINGLE COL WIDTH</b> .....		<b>2.25"</b>
<b>ONE &amp; ONE-HALF COL WIDTH</b> .....		<b>3.5625"</b>
<b>DOUBLE COL WIDTH</b> .....		<b>4.8125"</b>
<b>OTHER</b>		

### 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 \$2415. Fourth cover, each insertion, is \$2740.

### 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.

Please take a look at the digital sister publication to *The American Quarter Horse Journal*, *Journal PLUS*.  
Go to: [www.aqha.com](http://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.

**SPECIAL ADVERTISING OPPORTUNITIES**

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

**SCANS**

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

**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.** 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.

**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.

**AGENCY COMMISSION**

15% discount to recognized agencies for camera ready copy.

**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 ISSUE**

- December Annual Stallion Issue
- April High-Point Awards Issue

**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. 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.

**PERSONNEL**

*Publisher*  
**American Quarter Horse Association**  
*Executive Vice President*  
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*Director of Business Development*  
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*Director of Art Production & Design*  
**Tim Archer**  
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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.

**JOURNAL**  
 THE AMERICAN QUARTER HORSE JOURNAL

*The World's Largest Single Breed Monthly Publication*  
 Established 1948

*Monthly Publication of the American Quarter Horse Association*  
 1600 Quarter Horse Drive • Amarillo, Texas 79104

OR  
 P.O. Box 32470 • Amarillo, Texas 79120  
 Fax (806) 349-6400 • [aqha.com](http://aqha.com)

