

Advertising Rates

General Rates

America's Horse has the largest circulation of any equine magazine in the world.

Four Color	1 time	3 Times	6 times	12 times
Full Page	\$12,000	\$11,400	\$10,800	\$9,600
2/3 Page	\$9,600	\$9,120	\$8,640	\$7,680
1/2 Page	\$7,900	\$7,505	\$7,110	\$6,320
1/4 Page	\$4,200	\$3,990	\$3,780	\$3,360
Back Cover <small>Based on availability.</small>	\$15,200	\$14,440	\$13,680	\$12,160
Inside Back <small>Based on availability.</small>	\$14,000	\$13,300	\$12,600	\$11,200

Rates effective April 2008.

Advertising Deadlines

All copy must be in the America's Horse office by the 25th of the second month preceding publication.

Issue Date	Deadline	Issue Date	Deadline	Issue Date	Deadline	Issue Date	Deadline
January.....	Nov 25	April.....	Feb 25	July.....	May 25	October.....	Aug 25
February.....	Dec 25	May.....	Mar 25	August.....	Jun 25	November.....	Sep 25
March.....	Jan 25	June.....	Apr 25	September.....	Jul 25	December.....	Oct 25

Agency Commission

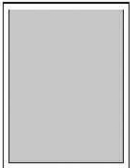
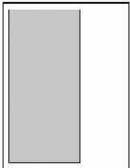
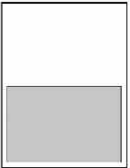
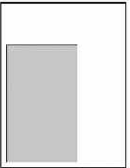
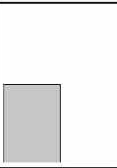
15% Discount to recognized agencies for camera ready copy.

Discounts

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

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 an authorized representative of the magazine will be honored. Contracts are non-transferable. Contracts may be extended to the next frequency rate if request is received prior to the copy deadline for further insertions. Contract cancelled before completion will be short-rated at the lowest rate earned.

				
Full Page 7 1/2" x 9 1/2" (Live Area)	Two-Thirds Page 4 2/3" x 9 1/2"	One-Half Page 7 1/2" x 4 1/2"	One-Half Page 4 2/3" x 7 1/2"	One-Fourth Page 3 1/2" x 4 1/2"

AMERICA'S
HORSE
CONNECT TO AMERICA'S LIFESTYLE