

2010 Advertising Guide

MIDWEST HORSE DIGEST

EQUINE NEWS & TRADE



"Learn with the pros"
featuring today's top national,
regional trainers and equine specialists



MIDWEST HORSE DIGEST ADVERTISING PRICES

Display Ad Pricing

All ads are full color/
see sizes below

Full Page -	\$530.00
2/3 Vertical -	\$425.00
1/2 page -	\$345.00
1/3 page -	\$235.00
1/4 page	\$195.00
1/6 page -	\$135.00
1/9 Page -	\$ 85.00
1/12 Page -	\$ 50.00
1/24 Page -	\$ 25.00

Pricing includes both print edition and online flipbook edition.
Links available - see [ONLINE MAGAZINE LINKS](#) for pricing.

MIDWEST HORSE DIGEST is a full color print magazine **and** an online flipbook magazine. All pricing includes color. Online links available for your ads.

Special discounts apply for contracts.
3 time - 5%, 6 time 10 %, 12 time 20%

Thumbnail Photo Classifieds - 25.00

Classifieds: 20 words for \$10.00 - runs 1 month. \$.15 for each word over 20.

(1/12 & 1/24 ad sizes available for internet banner ads - check with us on pricing)

Premium Pages Available

GLOSSY COVER PAGES

Front Cover - includes 1 inside page and free online link	\$975.00
Page Three -	\$710.00
Inside Front Cover -	\$695.00
Inside Back Cover-	\$695.00
Back Cover -	\$795.00
2 Pg. Center Spread -	\$1150.00
1/2 Center Spread -	\$725.00
Other Premium Glossy Pages are available - call for information	

Special Sections

Traders Corner
Real Estate Section
Horse for Sale Section
Stallion Section
(see next page for information)

Online Magazine Links

Link your online flipbook magazine ad to your website or another site.

Hot Link - \$20.00 per issue
Blinking Ad Link - \$50.00 per issue

We offer easy
INTERNET BANNER ADS WITH LINKS

Banner ads are our 1/24 ad size.
\$50.00 month or 450.00 per year.

Other internet advertising is available, visit:

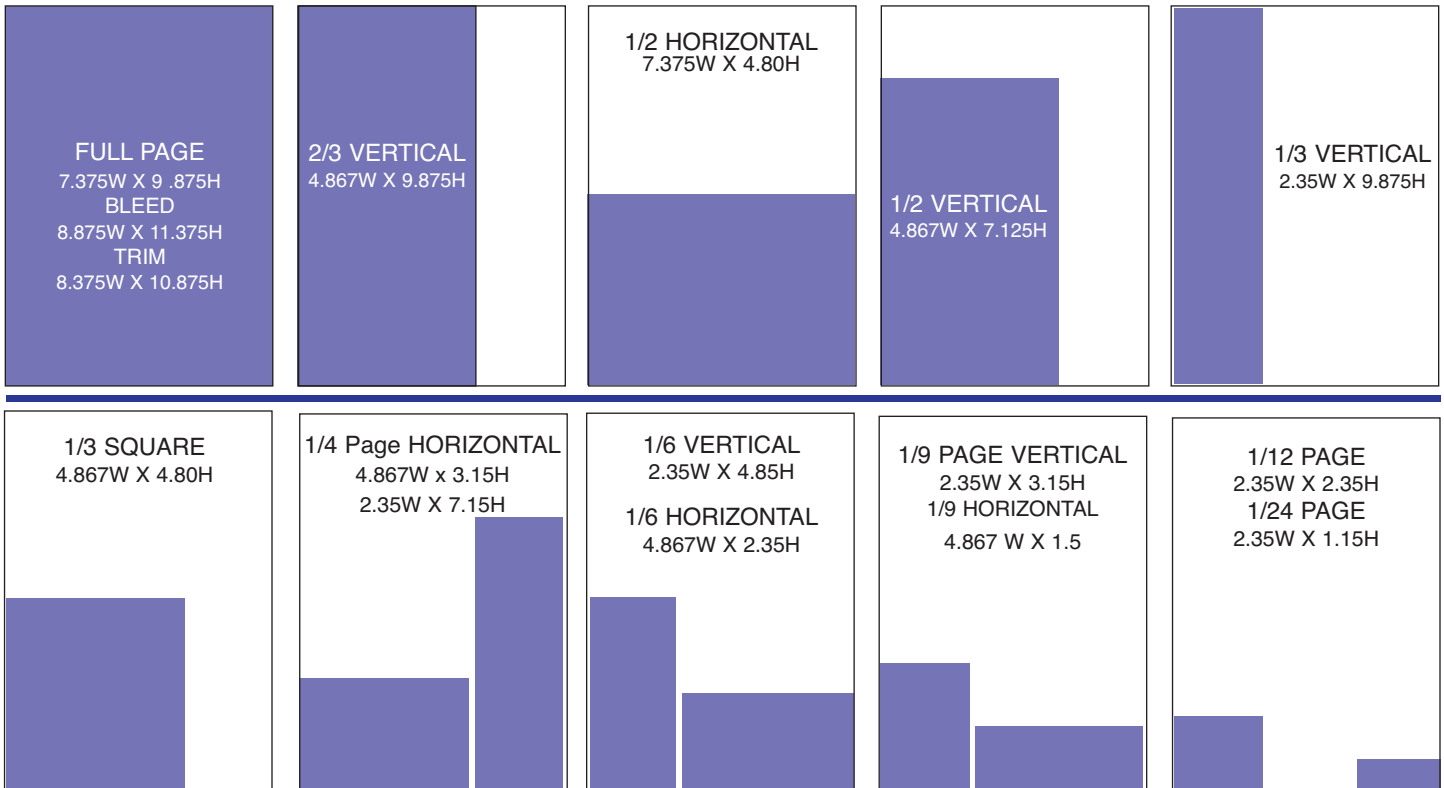
www.horsedigests.com

Please contact us for more information.

507-526-5943 • 507-943-3355
1-866-221-4856

MIDWEST HORSE DIGEST AD SIZES

FOR BLEED AND TRIM MEASUREMENTS ON SIZES OTHER THAN FULL PAGE PLEASE CALL 507-943-3355

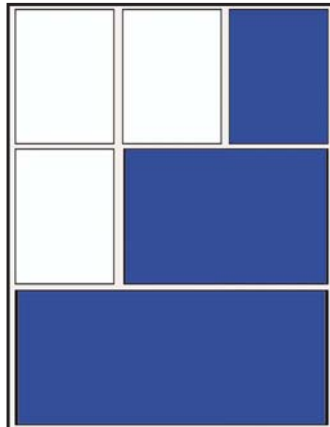


Internet: Visit our interactive website at www.horsedigests.com and place your classified with pictures online. Up to 10 pictures.

**EQUINE CENTRAL ~ STALLIONS
STABLES ~ EVENTS**

Prices
One Column - \$50.00
Two Column - \$95.00
Three Column - \$140.00

Sizes
One Column
2.354wx3.15h
Two Column
4.867w x 3.15h
Three Column
7.375wx 3.15h



No other discounts are available on these special section sizes.

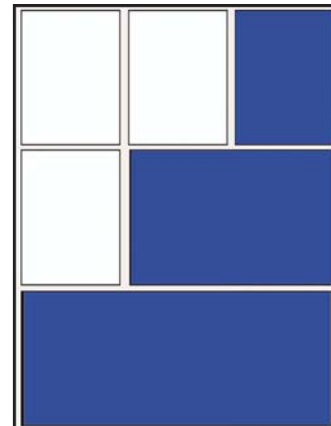
TRADERS CORNER ADS

Traders Corner ads include column headings and come in 1/24th sizes and 1/12th sizes. Pricing \$25 for 1/24 or \$50 for 1/12 (see size measurements in display ad section) Special discounts apply for contracts: 3 time - 5%, 6 time 10 %, 12 time 20%

**EQUINE PROPERTIES
FOR SALE**

Prices
One Column - \$50.00
Two Column - \$95.00
Three Column - \$140.00

Sizes
One Column
2.354wx3.15h
Two Column
4.867w x 3.15h
Three Column
7.375wx 3.15h



Links are available in our online version of Midwest Horse Digest. Link your ad to your website!

95% of our coverage area is in the Upper Midwest, with our strongest coverage in Minnesota, Wisconsin and targeted areas of heavy horse population throughout the tan and beige states shown below. Over 800 distribution sites, printing 15,000 magazines - Plus over 5500 direct mail reader requested magazines each month. We email direct links of each new issue when it goes online in our flip page viewer. Over 30,000 emails go our each month to all blue states as well as our regular print coverage area.



1. All display ads may be submitted via CD. Up to 10 megabytes can be emailed directly, or you can upload the file for free through www.yousendit.com Simply put in your address and send to peg@horsedigests.com They will automatically send us a link to download the file and a confirmation email to you too. This insures that the file will not cause problems with your email or ours.

DIGITAL SPECIFICATIONS:

1. Accepted formats: PDF, EPS, TIF, JPG, or Quark 6.5 or lower. Note JPGs should be higher DPI. Embed all fonts and supply graphics and fonts for Quark documents. (PDF, 300 DPI CMYK, fonts embedded are preferred)
2. Color ads: CMYK
3. 300 DPI resolution
4. Fonts - convert to outline, Embed all Fonts
6. ALL ads must be accompanied by a proof! We are not responsible for correctness of ads arriving without a proof!
7. Any ads not arriving in the correct format will be charged an additional set-up fee.

Deadline is the 15th of the proceeding month of issue. On stand 15th of month before date. Example : deadline Feb. 15th for April issue, on stands March 15th

**MIDWEST HORSE DIGESTS
HORSEDIGESTS.COM**

Greimann Industries • 35418 90th Street
Blue Earth, MN 56013
Rahn Griemann

•507-526-5943 • **1-866-221-4856** • 507-526-2629 FAX

Advertising Representatives

Peg Bahls - Mark Bahls
peg@horsedigests.com
mark@horsedigests.com
507-943-3355
507-943-3352 Fax
40694 30th St. • Elmore, MN 56027

Rick Vinsand - Julie Vinsand
888-517-0397 or 877-205-7261
Home phone after 5:00p
515-548-3564
rick@horsedigests.com
julie@horsedigests.com



General Information

AD Deadline:

All insertion orders, copy and cancellations must be received in our office no later than 5:00 p.m. on the 15th-2 months of the proceeding month of issue date. Issue date is half month before month starts, Example: Deadline - Feb. 15th for April Issue, April issue on stands by March 15th.

All ad materials, screen fonts, printer fonts and other electronic files must be included with your insertion order.

Contract advertisers' ads will be repeated unless copy changes are received by the deadline. Please type or print corrections and mail, fax or e-mail to our office.

In case of an error in your ad, the Midwest Horse Digest's office must be notified within 10 days of the publication date.

Layout/Design:

There is no additional charge for the design, layout and typesetting of advertisements to be run in our magazines. Proofs of advertisements created by Midwest Horse Digest are available upon request, but only if original materials are submitted by the deadline. Custom artwork may be created on a case by case basis. Call for an estimate.

Mechanical Requirements:

Midwest Horse Digest is printed on web presses. Camera ready prints and electronic files are acceptable. Photos must be saved as jpeg, 300 DPI or higher for best results. We print the glossy pages at 150 line screen and non-gloss pages at 120 line screen. Please be sure to allow for trim when producing ads with bleeds, see specs. Midwest Horse Digest will accept clear color photos for scanning, but we cannot guarantee the quality of their reproduction. There is no additional charge for using photographs in advertisements.

Payment Terms:

Payment in advance is required for all one-time display advertising and Directory listings. Contract advertisers (3-time, 6-time & 12-time) must complete credit application in advance and, based on credit approval, will be billed monthly thereafter. Repeat ads will be accepted only upon payment in full for previous month's ad. Entire contract must be run within 12 months to qualify for frequency discount rate.

MasterCard, VISA, Discover, and American Express, and PayPal are accepted: include account number, expiration date, 3 digit number on back of card, and signature. All prices subject to change without notice. Canadian and foreign payable in U.S. funds.

Approval:

All offers to place advertising are subject to the publisher's approval. Acceptance of advertising will be made in accordance with the published rates and terms in effect at the time of the order and the publisher will not be bound by any conditions, printed or otherwise, appearing on the order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card.

Cancellations:

Cancellations received before deadline will be entitled to full credit towards the fulfillment of your contract. Insertions (with camera-ready copy) that are cancelled after deadline will be charged 50% of the cost of the ad.

Preferred Positions:

Midwest Horse Digest strives to honor advertisers' requests for ad placement within the publication. However, all advertising orders directing insertion on a "position or omit" basis cannot be accepted. Some special positions are available at a premium.

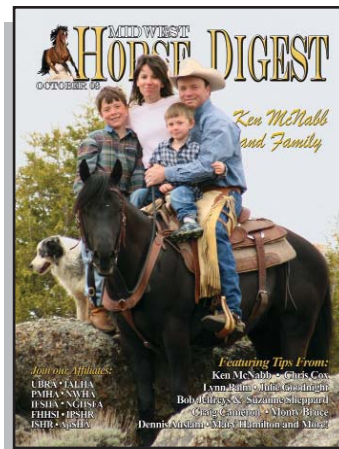
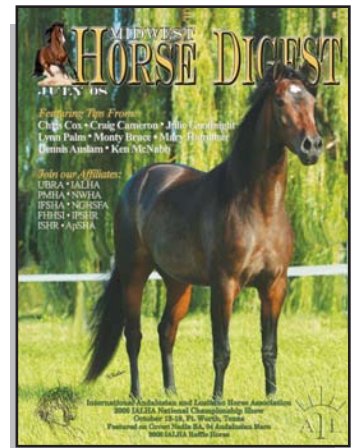
Press Release & Editorial Deadline:

Midwest Horse Digest encourages our advertisers to submit press releases and stories about new products and services. Deadlines are generally two months prior to the month of publication.

For more information, please call Rahn Greimann, 507-526-5943 or rahn@HorseDigests.com or Peg Bahls, 507-943-3355 or peg@HorseDigests.com

"All Color, All the Time"

**The Premier
Midwestern
Equine Publication
with both Print
and Online Versions
and an Online
Interactive Website**



Midwest Horse Digest

is an equine publication featuring up-to-date news, current events and articles from leading regional and national trainers, nutrition, horse care and more, designed for equine enthusiasts in the region. You will find us at feed stores, tack stores, trailer dealers and other equine related businesses throughout the Midwest, by subscription, or you can visit us

online and view our online flipbook magazine at:
www.horsedigests.com

Call us today to learn more about all the advertising opportunities that this exciting publication has for you!

