

*Arabian Horse Magazine*- the official publication of the Arabian Horse Association with 46,000 members  
**ADVERTISING INSERTION ORDER**

**Choose a Method for Reserving Ad Space**

- 1.** Fax completed form to: **(800) 541-9601**  
 Mail completed form and ad materials to:  
 Attention: Advertising Department  
 Arabian Horse Association  
 10805 E. Bethany Drive  
 Aurora, CO 80014-2605

Contact Christy Christiansen (402) 625-2005 or  
 christy.christiansen@arabianhorses.org  
 Email materials to: christy.christiansen@arabianhorses.org



**Determine Ad Size & Member Rate**

(Frequency Rates are for the number of issues ads will run in 1 year)

Size	Issue Frequency Rates			Nat'l's Progs.
	1x	3x	6x	
<b>2-page Spread</b>				
4-color	\$1560	\$1500	\$1440	\$1390
b/w	\$1020	\$ 980	\$ 940	\$ 990
<b>Full page</b>				
4-color	\$ 795	\$ 765	\$ 735	\$ 695
b/w	\$ 510	\$ 490	\$ 470	\$ 495
<b>1/2 page</b>				
4-color	\$ 515	\$ 495	\$ 475	\$ 450
b/w	\$ 370	\$ 350	\$ 330	\$ 400
<b>1/3 page</b>				
4-color	\$ 365	\$ 345	\$ 325	\$ 350
b/w	\$ 260	\$ 240	\$ 220	\$ 300
<b>1/4 page</b>				
4-color	\$ 325	\$ 305	\$ 285	\$ 250
b/w	\$ 210	\$ 190	\$ 170	\$ 200
<b>1/6 page</b>				
		TX	Linda Watkins	
b/w	\$ 150	\$ 130	\$ 110	\$ 125
<b>Back Cover</b>				
	\$ 3375	\$ 3162	\$ n/a	\$ 4000

- 2.** Advertiser (to be listed in the Advertising Directory)

Advertising Contact (will receive the ad proof to approve)

Phone E-mail

Website (please verify- we will list it in the ad index)

**Billing Information**

Contact AHA Acct#

Company/Farm Name

Mailing address

City State Zip

Cell Fax

- 4.** Fill in all blanks across from each month ad will run-

2006	Special Feature	Insertion order is due	Camera ready ads are due	Ad size- horizontal or vertical: i.e., 1/3v	Color or black/white	new ad or pickup last year's	Position requested	Cost
Apr/May	Arabian Racing Issue	Feb 28	Mar 8				Near racing section	

- 5.** Signature: \_\_\_\_\_ date \_\_\_\_\_  
 Visa/MC \_\_\_\_\_ exp \_\_\_\_\_

I/we hereby submit to AHA the above advertising subject to the terms and conditions specified on page 2- please read before signing. One invoice will be sent to the above billing contact- multiple billing is not done by the AHA office. It is the responsibility of the person signing the advertising agreement to submit payment in full. Thank you!

Ads must come to the office "camera-ready" by March 8th.

Recommended ad designers:

Corliss Hazard- (347) 783-0855 [corliss@ranchoevergreen.com](mailto:corliss@ranchoevergreen.com)

Stephanie Corum (301) 223-5851 [SJRuffian@aol.com](mailto:SJRuffian@aol.com)

Thank you for supporting Arabian Racing!

**Send Ad Materials To:** AHA: C/O Advertising; 10805 E. Bethany Dr; Aurora, CO 80014; 303-696-4527; [advertising@ArabianHorses.org](mailto:advertising@ArabianHorses.org)

Client is responsible for submitting new materials by ad deadlines and for renewing contract. All display advertising requires a signed contract. Prepayment for first placement is required. AHM reserves the right to refuse ads that do not

- **Payments:** AHA accepts MC or Visa in US funds only. Prepayment must accompany the advertising contract for first placement amount. Payment for all advertising is the responsibility of the person signing the advertising agreement. AHA will no longer send multiple invoices in order to collect on one advertisement. It is the responsibility of the person signing the advertising agreement to submit payment in full. If advertisement involves more than one billing party it will be the responsibility person signing to bill them. In the event Advertiser fails to make payment as agreed, the Publisher retains the right at any time to discontinue advertising of such delinquent Advertiser. Any bill rendered to the Advertiser by the Publisher shall be considered correct unless written objection is made by the Publisher or the Advertiser within 60 days form the rendering of the statement.
- **Electronically-Supplied Ads:** By email or on disk as PDF or hi-resolution TIFF or JPG. Can be RGB, CMYK or BW as 300 DPI (600 DPI for all logos/clip art/ spot illustration). Fonts, graphics, resources must all be imbedded into ad file. Four-color build for rich black (20 pt. or larger type and all areas of "solid" black): C=40 M=40 Y=40 K=100. Spot color: metallics, PMS's or varnishes; special ad types (blow in cards/tip ons and prize lists), etc. must be requested and priced at least two weeks prior to Ad Materials Deadline.
- **Client-Supplied Ads:** please fax hard copy of ad with your signature and date prior to the ad deadline to confirm receipt of the correct ad. **Camera – Ready ads do not receive a proof from AHM.** Verification: Copy that is submitted to AHA that does not conform to the specifications stated above may be changed as necessary to meet the requirements of AHA without the consent of the advertiser at a minimum \$40/hour fee for additional labor.
- **Pick-Ups / Contracted / Long-Term ads:** If ad corrections or new materials are not received by Ad Deadlines, AHM reserves the right to rerun a previous ad placed by Advertiser without requiring agent/designer/client approval or cancel of ad. Corrections cannot be made to ads previously submitted on disk, as film, "camera –ready", PDF or image file.
- **National Show Prize Lists/ Programs:** contact your ad sales rep regarding color availability, placement and ad specials.
- **Frequency Discount:** This agreement gives a frequency discount to the advertiser. If the agreement is not fulfilled, the Advertiser will be billed an additional charge to reflect the actual rate earned on the Rate Card in effect at the time of the agreement. To qualify for the 6-time rate, the advertiser must place a display ad (marketplace ads are not included) in every issue for 6 consecutive months. Frequency discounts are calculated per issue, not per ad: multiple ads placed in the same month do not constitute contract fulfillment and do not qualify for the contract frequency rate.
- **Commercial Rates:** Apply to advertisements for commercial products or services. Ad rate applies to "Camera-Ready"/finished, customer-supplied ads. Individual, full-page ad design and layout is available for \$100 per full-page ad. Multi-page ad design is available for \$100 set up fee and \$50 per additional page, using similar design in ad spread, per issue.
- **Prime Pages/Special Positioning Requests:** Are available on a contract basis only. Contact your ad sales rep for availability and current rates.
- **Late Ad Fines:** Ads still missing materials/electronic files received after the deadline will be fined a min. \$200 fee per page add'l to any other charges.
- **Cancellations:** Reserved ad space, cancelled in writing after Materials Deadline, will owe 40% of the Ad Rate. Ads remaining incomplete/unapproved less than two weeks before printing will be cancelled and owe 40% of the Ad Rate and any other add'l charges.
- **Late ad Changes:** Any Agent/artist-requested corrections that have to be made after ad deadlines, when the files are already at the printer will be assessed a minimum \$200 fee per page in addition to any other additional charges.
- **Advertiser Agrees That:** By placing an ad in AHM, a contract shall have been entered into with the Arabian Horse Association, Aurora , CO and advertiser agrees to the terms and conditions of the Ad Contract.

*Preferred format:* QuarkXPress (Mac) files, along with any necessary fonts and linked graphics. **Also accepted:**

— High-res PDF with fonts embedded

— High- res TIFF or JPG files

Ad Size	Horizontal Width x height	Vertical Width x height	Bleed (Trim plus 1/8-inch bleed on all sides, top and bottom)	Trim (Actual Document Size)
Full page	N/A	See bleed or trim size	Inches: 8.5 x 11.125	Inches: 8.375 x 10.875
2-page spread	N/A	See bleed size	Create two facing full-page ads with no bleed in the center gutter between pages	
2/3 page	N/A	4.625" x 9.600"	N/A	
1/2 page	7.125" x 4.625"	N/A	N/A	
1/3 page	4.625" x 4.625"	2.250" x 9.600"	N/A	
1/4 page	N/A	3.500" x 4.625"	N/A	
1/6 page	N/A	2.250" x 4.625"	N/A	

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