

IN & AROUND

# HORSE COUNTRY

*Celebrating Equestrian Sports and Country Life*



## ADVERTISING RATES

Color or B&W	1x	3x	5x
<b>Back Cover</b>	\$1,295 each	\$1,177 each	\$1,070 each
<b>Inside Front</b>	\$1,195 each	\$1,094 each	\$995 each
<b>Inside Back</b>	\$1,195 each	\$1,094 each	\$995 each
<b>Full Page</b>	\$1,149 each	\$1,043 each	\$950 each
<b>1/2 Page</b>	\$698 each	\$643 each	\$585 each
<b>1/4 Page</b>	\$392 each	\$357 each	\$325 each
<b>1/8 Page</b>	\$224 each	\$204 each	\$185 each

No additional charge for color ads. Advertising rates are subject to change without notice.

**Contracts for 3x and 5x rates must be used within one year.**

If a new ad is not received by press time, we will run the previous ad.

**Business Cards:** \$95.00 per insertion. 16% discount for 5 consecutive issues, (\$399.00) payable with contract.

**Directory:** A five issue, one time fee of \$250.

**Classified Advertising:** \$40.00 for the first twenty (20) words, 55¢ for each additional word. The area code/telephone number is considered one word.

**Special Positions:** Additional cost of 15% of space rate.

**Payment:** Due in full with copy. A 2% per month (24% annual) finance charge will be applied to all outstanding balances after 30 days. Visa, Mastercard and Discover are accepted.

**Rate Policy:** It is the policy of Horse Country to publish advertising rates and discounts in rate cards. These rates and discounts apply to all advertisers in the same manner and are offered to all advertisers on the same basis. We reserve the right to refuse any advertising. 15% discount to recognized charitable organizations.

**Circulation:** 20,000.

**Advertising Representative:** Mary Cox (540) 636-7688 ph./fax hcmaryads@embarqmail.com

**Accounts:** Gwen Cooper hcgwenbtc@aol.com

### Advertising Address:

In & Around Horse Country  
60 Alexandria Pike, Warrenton, Virginia 20186  
(540) 347-3141, Fax (540) 347-7141  
info@horsecountrylife.com

**Advertising Design Assistance:** Kate Houchin  
chicokate@gmail.com (530) 891-6985

22 Rondo Court, Chico, CA 95928

Ad set-up is included in the price of advertising. Proofs are available via fax or e-mail. Horse Country® is not responsible for the quality of photos or artwork provided by the advertiser. PDFs, jpegs and tiffs are accepted via e-mail. Photos (jpegs, tiffs) should have a minimum resolution of 200 dpi.

## ADVERTISING SIZES

<b>Full Page</b> 9 3/8" x 12"  9.375" x 12"	<b>1/2 Page horizontal</b> 9 3/8" x 5 7/8"  9.375" x 5.875"		
<b>1/2 Page vertical</b> 4 9/16" x 12"  4.562" x 12"	<table border="1"> <tbody> <tr> <td style="text-align: center;"> <b>1/4 Page</b>                4 9/16"                x                5 7/8"                 4.562" x 5.875"             </td> <td style="text-align: center;"> <b>1/8 Page</b>                4 9/16" x 2 7/8"                4.562" x 2.875"             </td> </tr> </tbody> </table>	<b>1/4 Page</b> 4 9/16" x 5 7/8"  4.562" x 5.875"	<b>1/8 Page</b> 4 9/16" x 2 7/8" 4.562" x 2.875"
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- Full Page** ..... 9-3/8" wide x 12" deep
- 1/2 Page vertical** ..... 4-9/16" wide x 12" deep
- 1/2 Page horizontal** ... 9-3/8" wide x 5-7/8" deep
- 1/4 Page** ..... 4-9/16" wide x 5-7/8" deep
- 1/8 Page** ..... 4-9/16" wide x 2-7/8" deep
- Business Card** ..... 3-1/16" wide x 1-15/16" deep

### Printing Specifications:

Web Offset-printed tabloid, newsprint

### ADVERTISING SPACE DEADLINES:

Issue	Space/Materials	Mails
Fall	August 15	Mails first week of September
Holiday	October 15	Mails first week of November
Winter	January 15	Mails first week of February
Spring	March 15	Mails first week of April
Summer	May 25	Mails third week of June

*Features: People, foxhunting, racing, polo, coaching/driving, sporting art, book reviews, history, photo essays, conservation, horse shows and other equestrian pursuits, travel and more.*

**View us online! [www.issuu.com/HorseCountryPost](http://www.issuu.com/HorseCountryPost)**

All advertiser website URLs and email addresses will convert to hot links in the online format at no additional charge.