

BLEED & TRIM SPECIFICATIONS

Fractional Dimensions	Decimal Dimensions
Full Page	Full Page
Bleed Size (8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ ")	Bleed Size (8.375" x 11.125")
Trim Size (8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ ")	Trim Size (8.125" x 10.875")
Live Image Area (7 $\frac{1}{4}$ " x 10")	Live Image Area (7.25" x 10")
1/2 Page	1/2 Page
Horizontal (6 $\frac{1}{2}$ " x 4 $\frac{3}{4}$ ")	Horizontal (6.5" x 4.75")
1/4 Page	1/4 Page

Bleed Size (shown in black border)

Trim Size (final page size) (shown in magenta)


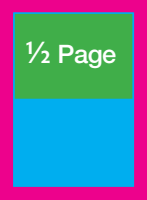

Live Image Area (items of importance should stay within this area so that they will not be trimmed off) (live area shown in cyan)

1/2 Page Layout (shown in green)

1/4 Page Layout (shown in purple)

★ Ads are due the 10th of the month or the 10th of each month business day directly following that day.

BLEED/TRIM AND LIVE AREA LAYOUTS

Full-Page	Half-Page	Quarter-Page
		

Paint Horse Racing - Sales

(817) 222-6429

racingales@apha.com

Circulation Toll-Free

(866) 745-4968

Field Services/DNA Kits

(817) 222-8456

APHA Racing Department

(817) 222-6444

Paint Horse

RACING

American Paint Horse Association

(817) 834-APHA (2742)

(877) 294-7866

(817) 222-8466 (fax)

www.paintracing.com

2800 Meacham Blvd., Fort Worth, TX 76137-4603

P.O. Box 961023, Fort Worth, TX 76161-0023



Paint Horse Racing

Advertising Rates

2012



Paint Horse

RACING

paintracing.com/magazine



SPECIAL ADVERTISING OFFERS

PAINT HORSE RACING ADS

Four-Color (Full-Color)	1 X	3 X	6 X
Full Page	\$499	\$449	\$399
1/2 Page	\$349	\$299	\$249
1/4 Page	\$299	\$249	\$199

Black & White	1 X	3 X	6 X
Full Page	\$299	\$269	\$239
1/2 Page	\$199	\$169	\$139

10% Camera-Ready* Discount available on Full-Page ads only.

*Camera-ready ads are created by an outside agency and require no changes or additions and meet PHR specifications.

*NEW ADVERTISER

Full-Page (Full-Color) \$249 one-time rate

(*A new advertiser is someone who has never advertised in the *Paint Horse Racing* magazine, or has not advertised in the last 24 months.)

MARKET PLACE

Business Card Ads (1/8 of a page)

(Note: Can now be used to advertise horses for sale.)

Black/White.....	\$39
Full Color	\$59

COVER ADS

Covers

Inside Front/Inside Back \$479

Outside Back \$499

(Available for 3-time or 6-time signed contract only.)

2012 SCHEDULE AND DEADLINES

Month	Issue	Deadline
January/February	Stakes Book	12/10/2011
March/April	APHA Racing Champions	2/10/2012
May/June	Mares & Foals	4/10/2012
July/August	APHA 50th Anniversary	6/10/2012
September/October	Barrel Racing/Paint Racing Leaders	8/10/2012
November/December	Stallions	10/10/2012

January/February Trainer's Barn

(deadline 12/10/11)

1/6 page ad for trainers to advertise their services in a special Trainer's Barn Section

Cost:

- Print (January/February 2012 PHR only): \$39
- Online Trainers Directory listing: \$50, additional (Online listing ends December 2012, no matter when started.)

March/April APHA Racing Champions

(deadline 2/10/12)

Full-Page, Full-Color Ad \$299

Half-Page, Full-Color Ad \$199

Quarter-Page, Full-Color Ad \$99

(Advertisement must be for a 2011 APHA Racing Champion contender or related horse.)

May/June Mare & Foal Section

(deadline 4/10/12)

Special Mares & Foals For Sale page

1/6 Page Ad \$49 each

..... \$39 each x 2 or more

July/August APHA 50th Anniversary

(deadline 6/10/12)

Full-Page, Full-Color Ad \$299

Half-Page, Full-Color Ad \$199

Quarter-Page, Full-Color Ad \$99

(Advertisement must be a historical-type ad or ad congratulating APHA for its 50th anniversary.)

September/October Barrel Racing/Paint Racing Leaders Special

(deadline 8/10/12)

Full-Page, Full-Color Ad \$299

Half-Page, Full-Color Ad \$199

Quarter-Page, Full-Color Ad \$99

(Advertisement must be a barrel racing/speed event advertisement or an advertisement related to the 2012 APHA Champion Paint Racing contenders.)

November/December Stallion Bonus Ad

(deadline 10/10/12)

Purchase a full-page, full-color advertisement and get a *painttracing.com* banner advertisement in November & December for free.