

The background of the cover features a faded, grayscale image of several horses and jockeys racing on a track. The image is overlaid with a stylized American flag, with the stripes appearing as horizontal bands of red, white, and blue. The text 'AMERICAN RACEHORSE' is prominently displayed in the center. The word 'AMERICAN' is in a red, serif font, while 'RACEHORSE' is in a dark blue, serif font. The letter 'O' in 'HORSE' is replaced by a circular graphic of a horse's head with an American flag pattern. Below the main title, the text '2020 RATE CARD' is written in a smaller, red, serif font.

# AMERICAN RACEHORSE

2020 RATE CARD

[WWW.AMERICANRACEHORSE.COM](http://WWW.AMERICANRACEHORSE.COM)





# AMERICAN RACEHORSE

RATE CARD & COMPANY INFO

## About American Racehorse

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With a total circulation of more than 5,000, *American Racehorse* magazine (formerly *Southern Racehorse*) is by far North America's largest regional racing and breeding publication. Each quarterly issue includes horse health articles, how-to advice, historical pieces, second-career racehorse/off-track Thoroughbred (OTTB) stories and profiles of the horses, horsemen and horsewomen in the Southwest, Midwest and Midsouth regions, plus news and information about racing, breeding and sales. Although it primarily covers the Thoroughbred industry, the magazine also goes to a high percentage of horsemen in the American Quarter Horse industry. The *American Racehorse Stallion Register*, published each December, is the largest publication of its kind and will be the fifth issue of the year.

The full-color magazine was named the top state/regional publication by American Horse Publications at its 2014 Awards Banquet and the runner-up in 2016, with the judges noting that it "outshined the other entries in this category with strong layout and a visually appealing flow throughout the magazine. A spectacular work of art."

Endorsed and supported by 13 state breed associations, *American Racehorse* is mailed to EVERY member of those associations and includes important member updates, assuring that each issue is read. *American Racehorse* covers all the major Thoroughbred auctions in the 13 states and has on-site distribution at numerous sales, racetracks, racing events and breed association offices. It is mailed to members of the:

- Texas Thoroughbred Association (TTA)
- Thoroughbred Racing Association of Oklahoma (TRAO)
- Indiana Thoroughbred Owners and Breeders Association (ITOBA)
- Ohio Thoroughbred Owners and Breeders (OTBO)
- Iowa Thoroughbred Breeders and Owners Association (ITBOA)
- Arkansas Thoroughbred Breeders' and Horsemen's Association (ATBHA)
- Minnesota Thoroughbred Association (MTA)
- Alabama Horsemen's Benevolent and Protective Association (ALHBPA)
- Colorado Thoroughbred Breeders Association (CTBA)
- Georgia Horse Racing Coalition (GHRC)
- Michigan Thoroughbred Owners and Breeders Association (MTOBA)
- North Carolina Thoroughbred Association (NCTA)
- South Carolina Thoroughbred Owners and Breeders Association (SCTOBA)
- Plus hundreds of horsemen in Louisiana

## 2020 Ad Deadlines

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### **WINTER 2020** (mails in late January)

Ad Space Reservations: January 3  
Ad Materials Due: January 10

### **SPRING 2020** (mails in late March)

Ad Space Reservations: February 28  
Ad Materials Due: March 6

### **SUMMER 2020** (mails in late July)

Ad Space Reservations: June 26  
Ad Materials Due: July 3

### **FALL 2020** (mails in late October)

Ad Space Reservations: September 25  
Ad Materials Due: October 2

### **2021 STALLION REGISTER** (mails in December 2020)

Ad Space Reservations: October 9  
Ad Materials Due: October 16

## Advertising Rates

	<u>One Issue</u>	<u>Two Issues</u>	<u>Three Issues</u>	<u>Four Issues</u>	<u>All Five Issues</u>
Full-page	\$895	\$850	\$795	\$750	\$650
Half-page	\$495	\$460	\$420	\$395	\$350
Quarter-page	\$275	\$250	\$225	\$200	\$150
Classified ad	\$75	\$70	\$65	\$60	\$50

FULL-YEAR BONUS: With any full-year, full-page package, get a free website button ad on the *American Racehorse* website.

*All rates include free design services if requested. Agency discount available.*

## Ad Specifications

Full-Page Trim Size . . . . .8.5" x 11"

Live Area . . . . .8" x 10.5"

Half-page horizontal . . .7.375" x 5"

Half-page vertical . . .3.675" x 10"

Quarter-page . . . . .3.675" x 5"

Double Truck (2-page spread):

Document must be set up as "Facing Pages"

Left page: 8.75" x 11.25"

*Add .25" bleed on top, bottom and left side*

Right page: 8.75" x 11.25"

*Add .25" bleed on top, bottom and right side*

No elements shall jump gutter

Full-Bleed Pages:

Art for full-page bleed should be 9" x 11.5"

Email: 300 dpi PDFs accepted at  
info@americanracehorse.com

*Mailing Information:*

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AMERICAN RACEHORSE

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