

NWHS 2021 Digital Magazine & Online Advertising Rates



360.332.5579 • sales@nwhorse.com

DEADLINE: Always the 5th of the month preceding digital publication

www.nwhorse.com

DISPLAY AD DIGITAL EDITION:

FULL COLOR	1x
Equine Marketplace	25
1/6 page	\$79
1/4 page	\$125
1/2 page	\$197
Full Page	\$312

FULL COLOR	1x
Interstitial Ad	\$500
Center Spread	\$675

DIGITAL ADVERTISING:

E-News Blast – \$75
600 x 720 jpeg or 2 images and text

E-Newsletter Feature Ad – \$75
1 Photo and text limited to 35 words.

Full Page Online – \$99
6 photos, 350 (approx) words of text including contact information.

Facebook Post – \$95
Drives traffic to your full page ad on our website.

See Packages online

MORE ONLINE EDITION ADVERTISING OPTIONS

Video links

Link to a “how to” video or an introduction to your business.

Slide Show

Display a gallery of your products, services or event images. Great for highlighting a recent event or show that you participated in.

App Ticker

The App Ticker displays a customizable message along the bottom of every page of the publication.

Presentation Page

A full-page space displayed to the left of the front cover; first thing readers will see!

Interstitial Ad:

Interstitial ad scrolls up from the bottom of the page and presents a full-page ad to readers. It can be enhanced with features like links and other media. The ad remains open until the user closes it.

Sponsor the Entire Digital Issue

The biggest opportunity to be visible throughout the entire issue. Align yourself with a trusted brand!

Call for pricing...



Reach:

- Facebook: 43,000 + fans and growing
- Website: 19,000+ pageviews per moth (double!)
- E-Newsletter: 3,200 + subscribers
- Responsive Digital Edition and website: See it on smartphones and tablets!

Ask about our Online Front Page Feature Spots, Article Sponsorships and more!

Online Banner Advertising - Prepaid

1400x400 \$375/month (Introductory offer)
300x250 \$75/month

Online Business Directory – \$99 or \$165

Contribution 5.00/month suggested donation

Article Sponsorship

Online article sponsorship \$75

TERMS & CONDITIONS

Ad prices subject to change. Ad copy must be received by the 5th of the month prior to the month of publication. While we are committed to quality in production, please check all of your copy carefully. The advertisers and publisher cannot be responsible or liable for misprints, misinformation or typographical errors within the publication.



2021 Editorial Calendar

360.815.3770 • editor@nwhorse.com

January — Breeding & Buying

February — Lifestyle & Getaways

March — Barn & Farm

April — Equine Events

May — Equine Sports and Recreation

June — Tack & Equipment

July — Performance Horses

August — Training and Facilities

September — Educational Opportunities

October — Equine Wellness

November — Holiday Gift Ideas

December — Seniors & Nutrition

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Submission of Ad Copy

360.332.5579 • ads@nwhorseresource.com



AD MATERIALS DEADLINE: 5th of the month preceding publication
(For example: January 5 for February issue)

AD SIZES & DIMENSIONS:

Size	Dimensions	Orientation
Equine Marketplace	2.306" w x 2.25" tall	
1/6 Page	2.306" w x 4.75" h	Vertical
1/6 Page	4.75" w x 2.25" h	Horizontal
1/4 Page	3.5" w x 4.75" h	Vertical
1/2 Page	3.5" w x 9.625" h	Vertical
1/2 Page	7.25" w x 4.75" h	Horizontal
1/2 Page	4.75" w x 7.25" h	Block
Full Page	7.25" w x 9.625" h	Live Area
Full Page w/bleed	8.75" w x 11.125" h	Page Size

Contact:

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AD SPECIFICATIONS:

- **Supported Software:** Acrobat, InDesign, Illustrator and Photoshop.
- **Supported File Types:** TIFF, EPS, JPG, AI, PSD, INDD or PDF. Any link files must be embedded. Convert all text to outlines.
- **Fonts:** Due to time constraints, any fonts not submitted will be substituted with a similar font.
- Images must be at least 300 dpi and lineart (type) at 1200 dpi. Artwork should be saved at actual size.
- **Ad Design Fees:** \$60 per hour, \$15 minimum.
- If proofs are required for approval by advertiser before publication, all ad components must be submitted to NWHS five days before materials deadline. Three corrected proofs allowed. Additional proofs will be sent only if time permits.

MISCELLANEOUS:

- Side Rail Banner - 300x250 pixels
- Skyscraper Banner - 1920 x 400 pixels. Main elements in center 1000 pixels. Send us the text to overlay the background. We'll input for responsive text.

