

NWHS 2022 Advertising Rates



360.332.5579 • sales@nwhorsesource.com • All print ads included in digital issue

Ad reservations and payment are due on the 1st of the month preceding publication

DISPLAY AD:

FULL COLOR	12x	6x	3x	1x
1/6 page	\$198	\$210	\$220	\$240
1/4 page	\$315	\$337	\$352	\$378
1/3 page	\$339	\$361	\$380	\$406
1/2 page	\$495	\$529	\$556	\$596
2/3 page	\$591	\$629	\$661	\$709
Full Page	\$787	\$838	\$883	\$946

FULL COLOR GLOSS COVERS	12x	6x	3x	1x
Back Cover	\$1100	\$1187	\$1275	\$1369
Inside Front or Back Cover	\$957	\$1032	\$1109	\$1190

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...

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



Reach:

- Facebook: 43,000 + fans and growing
- Website: 10,000+ pageviews per month
- 5000 print copies distributed bimonthly
- 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

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

Online Business Directory - \$99 or \$165

Membership 5.00/month

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.

2022 Editorial Calendar



Questions? editor@nwhorsesource.com

We are now a bimonthly publication

January/February (Digital Only) Breeding & Buying

Ad materials Deadline: **12/5/21** • Editorial Submissions: **11/25/21**

March/April: (Print & Digital): Barns, Equestrian Facilities & Training

Ad materials Deadline: **2/5/22** • Editorial Submissions: **1/25/22**

May/June: (Print & Digital): Equine Events & Recreation

Ad materials Deadline: **4/5/22** • Editorial Submissions: **3/25/22**

July/August: (Print & Digital): Educational Opportunities

Ad materials Deadline: **6/5/22** • Editorial Submissions: **5/25/22**

September/October: (Print & Digital): Equine Wellness

Ad materials Deadline: **8/5/22** • Editorial Submissions: **7/25/22**

November/December: (Print & Digital): Seniors, Nutrition & Holidays

Ad materials Deadline: **10/5/22** • Editorial Submissions: **9/25/22**

Let us know if you have any questions. We're here to help!

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
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
1/3 Page	2.306" w x 9.625" h	Vertical
1/3 Page	4.75" w x 4.75" h	Block
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
2/3 Page	4.75" w x 9.625" h	Vertical
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/Shipping Info:

The Northwest Horse Source, LLC
6165 Prospero Rd, Peyton, CO 80831
360.332.5579 Office

For Shipping UPS or FedEx:
6165 Prospero Rd, Peyton, CO 80831

Email Ads:
ads@nwhorseresource.com.
Please limit file size to 10 megabytes.
Larger files may be uploaded to our
Dropbox. Call for information.

Download Media kit.
www.nwhorseresource.com

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.
- Camera-ready files must use CMYK or Greyscale, not RGB color profile. No PANTONE colors will be accepted.
- All black must be 100% black - not "rich black" (combination of CMYK inks).
- **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.
- Gloss pages require 150 line screen, inside pages are 100 line screen.
- Unsupported Software: **WE CANNOT ACCEPT COREL DRAW, MICROSOFT WORD, PAGEMAKER or MICROSOFT PUBLISHER FILES.**
- **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:

- \$10.00 late charge for ads received after the deadline.
- Minimum fee \$15 (\$60/per hour) if files are provided in unsupported formats.
- Any ads submitted after deadline (5th of the month) will not be guaranteed a proof.