

GENERAL RATE SHEET

Top 5 reasons to advertise in *The American Quarter Horse Journal*.

1. Reach people who can afford your products.
2. Reach people who race, ride and compete; they use what you sell.
3. Reach users of large amounts of products; subscribers collectively own more than half a million American Quarter Horses.
4. Get your message seen over and over; subscribers go through each issue an average of 4.8 times.
5. Get your message to the right people at a reasonable cost; our cost/thousand is among the lowest in the industry.

WHO ARE WE?

The American Quarter Horse Journal is the mouthpiece of the most popular equine breed in the world. *Journal* readers have a variety of interests, and they spend time and money in pursuit of their fascination with American Quarter Horses. Our readers are the trendsetters in the American Quarter Horse industry.


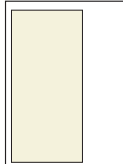
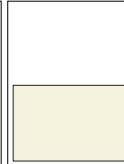
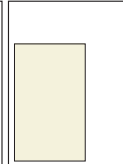

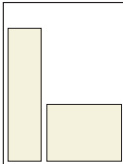
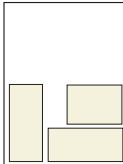

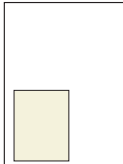
The *Journal's* editorial content focuses on training and breeding advances, veterinary procedures, health, racing activities, show activities, show results, show and sale calendars, etc. Subscribers use advertising in *The American Quarter Horse Journal* extensively to determine business trends. In short, *The American Quarter Horse Journal* communicates with your customers every month.

GENERAL RATES

Effective with the October 2014 Issue	1 Time	3 Times	6 Times	12 Times
BLACK & WHITE PAGE	\$1380	\$1335	\$1285	\$1220
Two-Thirds Page	1040	1005	965	915
One-Half Page	840	810	780	735
One-Third Page	610	590	565	540
One-Fourth Page	485	470	450	425
One-Sixth Page	345	340	325	310
One Column Inch	\$75 flat rate for all frequencies			
BLACK & ONE COLOR PAGE	\$1510	\$1465	\$1410	\$1345
Two-Thirds Page	1150	1120	1080	1030
One-Half Page	940	910	880	840
One-Third Page	700	675	655	625
One-Fourth Page	560	540	525	500
One-Sixth Page	400	400	375	360
FOUR COLOR PAGE	\$1805	\$1760	\$1710	\$1640
Two-Thirds Page	1420	1390	1350	1300
One-Half Page	1180	1150	1120	1075
One-Third Page	905	885	865	830
One-Fourth Page	720	700	685	660
One-Sixth Page	515	505	500	475
INSIDE COVERS \$2055 BACK COVER \$2330				

Payable in U.S. funds only. Contract required for other than 1-time rates. Multiple ads in a given issue or over several issues qualify for rates above 1-time.

AD SIZES

				
FULL PAGE 3 columns x 9.875"	TWO-THIRDS PAGE 2 columns x 9.875"	ONE-HALF PAGE 3 columns x 4.875"	ONE-HALF PAGE 2 columns x 7.375"	ONE-THIRD PAGE 1 column x 9.875" 2 columns x 4.875"
				
ONE-FOURTH PAGE 1 column x 7.875" 2 columns x 3.875"	ONE-SIXTH PAGE 1 column x 4.875" 2 columns x 2.375" 1.5 columns x 3.1875"	ONE COLUMN INCH 1 column x .9375"	ONE-FOURTH PAGE 1.5 column x 4.875"	

SPECIAL POSITIONS

Subject to availability: pages 1, 5, 7, 9, 11, 13, 15, 19, 21 and 23 may be requested at an additional \$125, other full page position requests are honored at an additional \$100, small ad positions on page 8 are an extra \$60 above earned frequency rates, other special positions for ads of less than a page are \$50 above earned frequency rate.

EXTENDED RATES

Rates only available if all insertions are at least one-half page. Contract required and must be completed within one year.

	18 Times	24 Times	36 Times	48 Times
BLACK & WHITE PAGE	\$1180	\$1140	\$1105	\$1060
Two-Thirds Page	890	855	830	800
One-Half Page	715	690	670	640
BLACK & ONE COLOR PAGE	\$1310	\$1270	\$1230	\$1190
Two-Thirds Page	1005	970	945	915
One-Half Page	815	790	770	745
FOUR COLOR PAGE	\$1610	\$1565	\$1530	\$1490
Two-Thirds Page	1270	1240	1210	1180
One-Half Page	1055	1030	1010	920

DIMENSIONS

FULL PAGE	LIVE AREA..... 7.25" X 9.875"
	TRIM SIZE..... 8.25" X 10.5"
	BLEED SIZE..... 8.5" X 10.75"

2/3 PAGE	4.8125" X 9.875"
1/2 PAGE	7.25" X 4.875"
1/2 PAGE	4.8125" X 7.375" Reference Section Only
1/3 PAGE	2.25" X 9.875"
1/3 PAGE	4.8125" X 4.875" Reference Section Only
1/4 PAGE	2.25" X 7.875" Reference Section Only
1/4 PAGE	4.8125" X 3.875" Reference Section Only
1/4 PAGE	3.5625" X 4.875" Reference Section Only
1/6 PAGE	2.25" X 4.875" Reference Section Only
1/6 PAGE	4.8125" X 2.375" Reference Section Only
BUSINESS CARD	2.25" X .9375" Reference Section Only
SINGLE COL WIDTH	2.25"
ONE & ONE-HALF COL WIDTH	3.5625"
DOUBLE COL WIDTH	4.8125"
OTHER	

COVERS

Covers are sold on a yearly non-cancelable basis. All covers must be four-color. Front cover is not sold. Second and third covers, each insertion, are \$2055. Fourth cover, each insertion, is \$2330.

CLASSIFIEDS

Single Rate Only: \$1.10 per word per issue. \$10 minimum order. No boxed ads. No commission or frequency discounts on classified ads. Payment must accompany order. Blind ads \$20 extra.

ADVERTISING DEADLINES

All copy must be in the *Journal* office by the 20th of the second month preceding publication. For example the deadline for the January issue is November 20.

SCANS

First two photo scans per ad are at no charge.
Three or more scans per ad – \$100

MECHANICAL REQUIREMENTS

Printed Web offset. Perfect binding. Paper stock is 45 lb. offset machine coated. 260% maximum four color density. Rotation of colors: blue, black, red, yellow. Specification for inserts on request. Conversions from finished art, rough layouts or other materials will be billed to the advertiser at publishers cost. Note: All material not called for after two years will be destroyed. The magazine uses a **Macintosh** platform. Acceptable software includes: **Adobe InDesign, Adobe Illustrator and Adobe Photoshop**. Acceptable storage media includes: CDs and DVDs. All images must be composite CMYK high resolution between 200 and 300 DPI. Anything more or less is unacceptable. The magazine's screen is 150 line.

CIRCULATION

Circulation is international. Average paid circulation for the 6 months ended December 31, 2014, 29,289 as filed with the Audit Bureau of Circulations, subject to audit. Domestic subscription price is \$25 per year. Single copy \$4.25 plus postage. Canada is \$50 per year. International is \$80 per year.

AGENCY COMMISSION

15% discount to recognized agencies for camera ready copy.

DISCOUNTS

Net due on receipt of invoice. No cash discount allowed.

PROOFS

Proofs of art created by AQHA designers will be supplied if photos and complete ad copy are in AQHA offices five days prior to closing date. No proofs will be sent on camera-ready art supplied by an outside entity.

PERSONNEL

Publisher

American Quarter Horse Association

Executive Vice President
Craig Huffhines

Account Executive
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jrice@aqha.org

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Account Executive
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*Director of Art
Production & Design*
Tim Archer
tarcher@aqha.org



SPECIAL ISSUE

- December Annual Stallion Issue
- April High-Point Awards Issue

SPECIAL PUBLICATIONS

- April Level 1 Championship Programs
- August Youth World Championship Program
- August Select World Championship Program
- November AQHA Open & Amateur World Championship Program

Contact our office for ad closing dates.

PICTURES AND ARTWORK

Black and white or color glossy photographs unmarked and untrimmed are preferred. A rough sketch of any desired artwork is satisfactory. The publisher is not responsible for photographs or artwork.

PUBLISHER'S REQUIREMENTS

All advertising contracts, space orders, and copy are subject to the approval of the publisher. No verbal rate agreements for space orders or more than one insertion. Frequency rates require a contract prior to the first insertion. No contracts between advertiser and someone other than a bonafide representative of the magazine will be honored. Contracts are non-transferable. Space orders non-cancelable after the first of the month. Contracts are written for one column inch per time, with the advertisers option of using larger ads at the contract rate. Contracts may be extended to the next frequency rate if request is received prior to the copy deadline for further insertions. Contracts cancelled before completion will be short-rated at the lowest rate earned.

DIGITAL EDITION (included with print edition)

The American Quarter Horse Journal Digital Edition is a reproduction of the print magazine but with additional information and sometimes video enhancements on feature articles, extended statistics and much more. You get the opportunity to expand your coverage of the industry and the ability to augment your advertising message with a link to video or to your web site.

OPTIONS:

OPENING VIDEO AT THE BEGINNING OF THE MAGAZINE . . . \$300
VIDEO LINK FROM YOUR AD . . . \$125
WEBSITE LINK . . . \$25

PREFERRED PAGE POSITIONS:

3 AND 5 . . . \$50
7, 9 AND 11 . . . \$25

NOTICE:

The American Quarter Horse Journal does not condone the alteration of horses in photographs that appear in advertisements within the magazine, and accepts no responsibility for the accuracy of photographs supplied by other than its own staff. It is the reader's responsibility to satisfy himself concerning the appearance and conformation of a horse before making a business decision.

In case of typographical errors or omissions the publisher shall not be liable for damages beyond the cost of advertisement.

JOURNAL
THE AMERICAN QUARTER HORSE JOURNAL

**The World's
Largest Single
Breed Monthly
Publication**

Established 1948

Monthly Publication of the American Quarter Horse Association
1600 Quarter Horse Drive • Amarillo, Texas 79104

or

P.O. Box 32470 • Amarillo, Texas 79120
Fax (806) 349-6400 • aqha.com