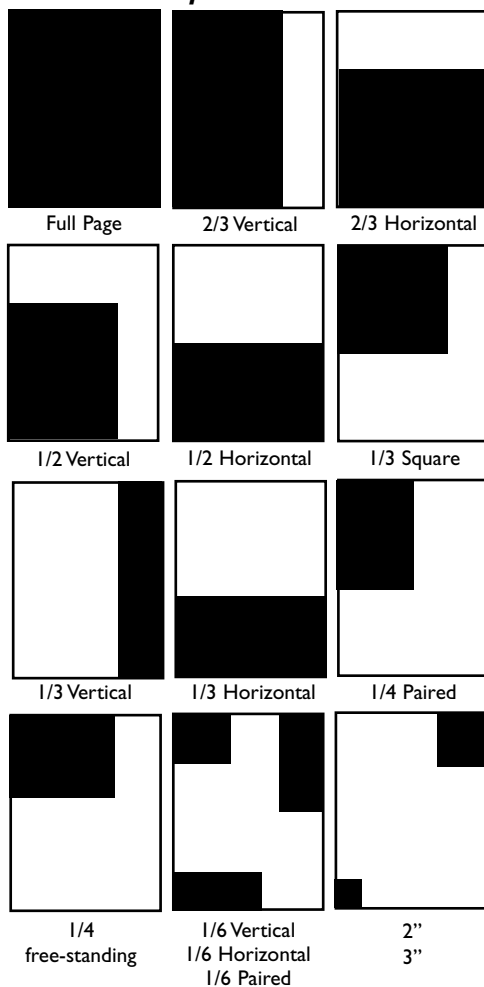


### Sample Ad Sizes



## Ad Sizes

Trim Size is 8 inches x 10-3/4 inches

Bleeds are only available on full page ads.  
Bleeds should extend 1/8" beyond the trim.

Size	Inches	Picas
Full Page	7-5/16"w x 9-1/2"d	44w x 57d
2/3 horizontal	7-5/16"w x 6-5/16"d	44w x 38d
2/3 vertical	4-13/16"w x 9-1/2"d	29w x 57d
1/2 horizontal	7-5/16"w x 4-5/8"d	44w x 28d
1/2 vertical	4-13/16"w x 7-5/16"d	29w x 44d
1/3 horizontal	7-5/16"w x 3-1/8"d	44w x 19d
1/3 square	4-13/16"w x 4-5/8"d	29w x 28d
1/3 vertical	2-5/16"w x 9-1/2"d	14w x 57d
1/4 paired	3-11/16"w x 4-5/8"d	22w x 28d
1/4 free-standing	4-13/16"w x 3-11/16"d	29w x 22d
1/6 horizontal	4-13/16"w x 2-5/16"d	29w x 14d
1/6 vertical	2-5/16"w x 4-5/8"d	14w x 28d
1/6 paired	3-2/3"w x 3-1/6"d	22w x 19d
3"	2-5/16"w x 3"d	14w x 18d
2"	2-5/16"w x 2"d	14w x 12d

**NOTICE:** With the ever growing computer world, requests are being made to send in ads that are "computer generated." If our office does not design your ad, please request to have a "spec sheet" faxed or e-mailed to you. Not all computers are alike, nor are the software programs that are used. Your files need to be compatible with our computers and programs. Ads will run "AS-IS." So please request a "spec sheet" (explaining every detail of our process). E-mail: [drafthorse@webiowaplus.net](mailto:drafthorse@webiowaplus.net)

Ad copy deadlines and mailing schedule is as follows:

ISSUE	MAILING DATE	AD COPY DUE
Spring	March 15	January 25
Summer	June 15	April 25
Autumn	September 15	July 25
Winter	December 15	October 20

Advertising copy received after the above deadlines will not be included in the magazine.

# The Draft Horse Journal



## Advertising Rates & Contract

2700 5th Ave NW  
Waverly, IA 50677

P.O. Box 670  
Waverly, IA 50677

- **Advertising:** (319) 352-3817
- **Subscriptions:** (319) 352-4046
- **Fax:** (319) 352-2232
- **E-mail:** [advertising@drafthorsejournal.com](mailto:advertising@drafthorsejournal.com)
- **Website:** [www.drafthorsejournal.com](http://www.drafthorsejournal.com)

## INSIDE

Standard Ad Rates  
Commercial Ad Rates  
About:

Photos  
Repeat Copy  
Submitting Ads  
Tear Sheets  
Terms and Conditions

Page Size  
Disclaimer  
Advertiser's Contract

**Disclaimer:** *The Draft Horse Journal* reserves the right to reject, edit or cancel any advertising for any reason at any time. Ads unrelated to the heavy horse and mule industry will not be accepted at any time under any circumstances. Advertising agencies and advertisers will indemnify and save the publisher harmless from any losses or expenses arising out of publication of such ads, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement, misrepresentation of animals or products, or failure to deliver merchandise.

We would be happy to answer any of your questions. Please feel free to call, e-mail or write.

The world's foremost heavy horse and mule magazine is published quarterly, serving the interests of all draft horse breeds.

## Standard Ad Rates:

Apply to Breeders & Dealers of draft horses and mules, Harness makers, Farmers and Dealers in used or homemade heavy horse equipment. They also apply to public sales, shows, pulls, plowing contests and other events involving these animals.

### Black and White Display Advertising Rates

Photos are **NOT** included in price of ad. There will be a **\$10.00** charge for each photo per insert.

(Please add photo charge to AD total.)

SIZE	SINGLE INSERT	1 YEAR CONTRACT — PAID IN ADVANCE —
Full Page	\$560.00	\$1900.00
2/3 Page	\$400.00	\$1375.00
1/2 Page	\$290.00	\$990.00
1/3 Page	\$215.00	\$725.00
1/4 Page	\$170.00	\$575.00
1/6 Page	\$115.00	\$380.00
3" Ad	\$85.00	\$285.00
2" Ad	\$55.00	\$190.00

### Color Display Advertising Rates

Additional photos over allotted amount = **\$75.00** each.

Size	1 Page	2/3 Page	1/2 Page	1/3 Page
Single Insert	\$950.00	\$735.00	\$560.00	\$475.00
1 Year Contract (Paid in advance)	\$3475.00	\$2720.00	\$2130.00	\$1845.00
Surcharge per issue to change to color	\$390.00	\$335.00	\$290.00	\$260.00
Photos included in price	3 photos	2 photos	1 photo	1 photo

Bleeds are only available on full page ads.

Bleeds should extend 1/8" beyond the trim.

If you have any questions about which rates apply to you, please call our advertising coordinator for clarification.

**\*The Publisher's judgement is final\***

**\*\* Photos:** We can use either black/white or color prints, slides, negatives or high resolution digital images. Please **DO NOT** glue, tape, or staple your photos to your ad layout. **For best results please send ORIGINAL PHOTOS, rather than e-mailed photos or injet printouts of photos.** We can use original photos of any size. They can be enlarged or reduced as needed or cropped. The easiest way to indicate crop lines is with post-it notes. Make sure all photos, logos and clip art are of the best quality. Your original photos will be returned after the publication has mailed.

**Repeat Copy:** In the case of a contract advertiser, we would prefer to hear from you in accordance with the ad deadlines for each issue. We do, however, reserve the right to repeat the previous ad if no new copy is submitted, or update it or extend the contract, whichever appears most sensible in our judgement.

**Submitting Ads:** If you are providing a finished "ready-to-go" ad, it must be to our **EXACT** specifications. Please let us know the ad size and whether the ad is intended to be color or black/white. Macintosh users can submit ads by CD or DVD; NO NEGATIVES will be accepted. Ads provided by e-mail or on CD/DVD can be Macintosh Quark files (version 5 or earlier), Adobe InDesign files, TIFs, JPEGs or PDFs. (See E-mail requirements below. Due to download errors/time/quality concerns, we prefer ads on disk, rather than by e-mail.) When making PDFs, please "include all fonts" in your PDF file. Ads will run as they are provided. If you are sending a full page bleed ad, contact our advertising department beforehand. **Always follow up with a phone call when sending ads.**

**Tear Sheets:** One tear sheet will be supplied to each display advertiser upon publication.

**Terms and Conditions:** Payment must accompany orders for first time advertisers. This includes individuals who have not advertised in the past four publications. All other accounts become due and payable upon publication. Interest charges of 1.5% monthly will apply on unpaid accounts ninety days after publication and continue to accrue until paid in full.

**E-mail:** If you would like to send photos\*\* or ads by e-mail, please contact us first for exact specifications and to let us know it is coming. **Always follow up with a phone call to be sure that we received your files and that they are usable/correct.**

## Commercial Advertising Rates:

Apply to feed companies, insurance companies, books, videos, specialty items, art work, trailer sales, etc.

### Black and White Display Commercial Rates

Photos are **NOT** included in price of ad. There will be a **\$10.00** charge for each photo per insert.

(Please add photo charge to AD total.)

SIZE	SINGLE INSERT	1 YEAR CONTRACT — PAID IN ADVANCE —
Full Page	\$840.00	\$2850.00
2/3 Page	\$600.00	\$2062.50
1/2 Page	\$435.00	\$1485.00
1/3 Page	\$322.50	\$1087.50
1/4 Page	\$255.00	\$862.50
1/6 Page	\$172.50	\$570.00
3" Ad	\$127.50	\$427.50
2" Ad	\$82.50	\$285.00

### Color Display Commercial Rates

Additional photos over allotted amount = **\$75.00** each.

Size	1 Page	2/3 Page	1/2 Page	1/3 Page
Single Insert	\$1425.00	\$1102.50	\$840.00	\$712.50
1 Year Contract (Paid in advance)	\$5212.50	\$4080.00	\$3195.00	\$2767.50
Surcharge per issue to change to color	\$585.00	\$502.50	\$435.00	\$390.00
Photos included in price	3 photos	2 photos	1 photo	1 photo

## The Draft Horse Journal Advertiser's Contract

You are hereby authorized to insert our \_\_\_\_\_ (size) page advertisement in *The Draft Horse Journal*

A. Single insertion in the  spring  summer  autumn  winter issue.

Rate \$ \_\_\_\_\_

B. Yearly contract (4 consecutive issues) commencing with the \_\_\_\_\_ issue.

Contract to be paid in advance at the rate of \$ \_\_\_\_\_.

Name of the Firm: \_\_\_\_\_ By: \_\_\_\_\_ (Agent)

Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

