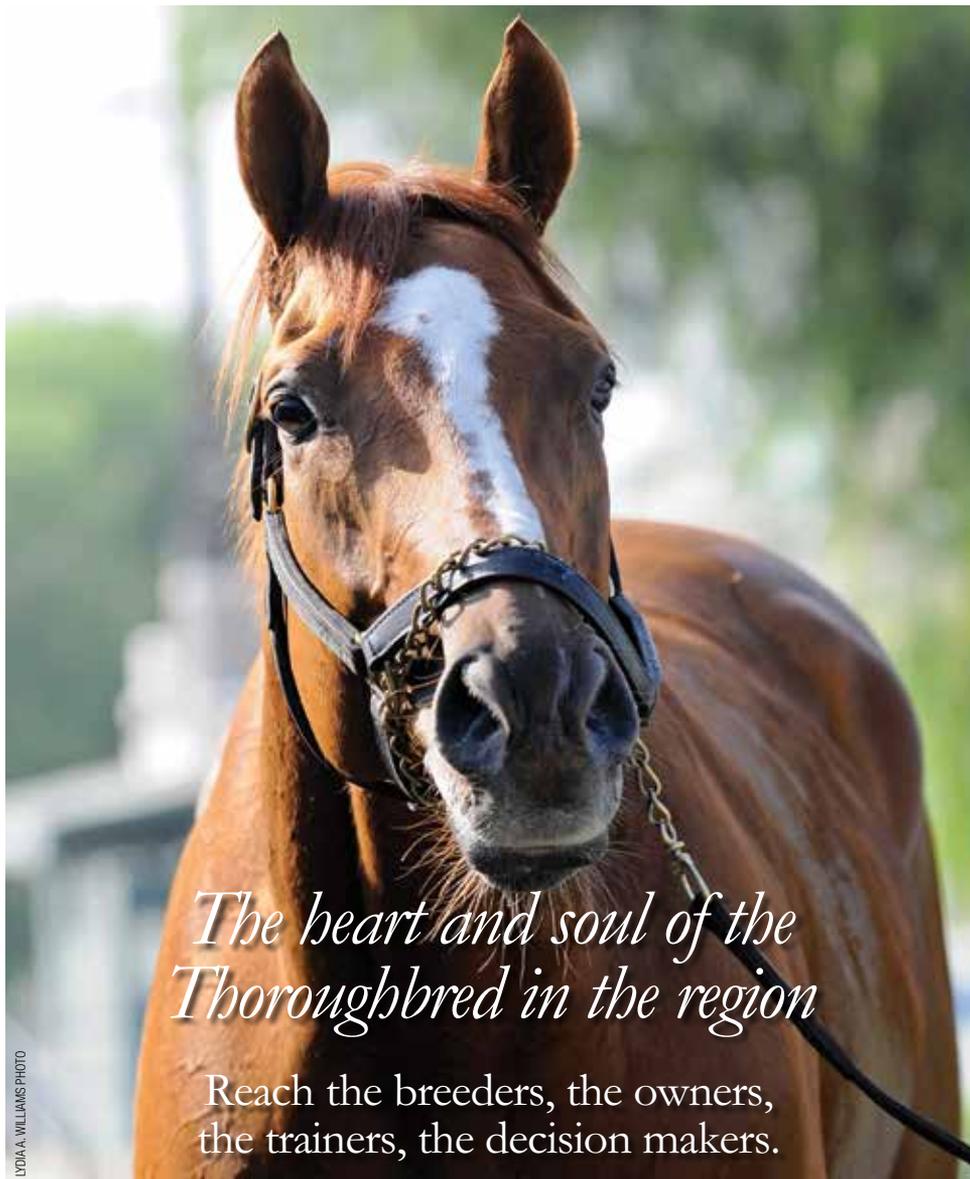


# Mid-Atlantic Thoroughbred



*The heart and soul of the  
Thoroughbred in the region*

Reach the breeders, the owners,  
the trainers, the decision makers.

LYDIA A. WILLIAMS PHOTO

Information and advertising rates

# The leading source for coverage of Thoroughbred racing's most dynamic region

Our readers view Mid-Atlantic Thoroughbred as THEIR magazine, THEIR voice, and THEIR most important source of information.

That makes us an EXCELLENT MEDIUM for advertisers promoting goods and services in the industry.

Since our inaugural issue in 1991, *Mid-Atlantic Thoroughbred* has emerged as the most widely read source of Thoroughbred racing and breeding information for Mid-Atlantic horsepeople. Our informative feature articles, columns and news coverage combined with national award-winning photos and graphic design, have earned us a large and loyal following. Editorial focus is devoted exclusively to Thoroughbred racing and breeding in the Mid-Atlantic region.

Our readers study, consult, rely on and prefer *Mid-Atlantic Thoroughbred*. A recent face lift and new editor with a sharp and witty attitude have readers raving.

“As a reader, I find myself eagerly awaiting the arrival of the *Mid-Atlantic Thoroughbred*. Its coverage of the region in unequalled in the industry, and it offers unique insights into the issues faced by tracks, horsemen and breeders. As an advertiser, we believe the Mid-Atlantic Thoroughbred is the single best means of reaching our most important market, the Mid-Atlantic region.”

**JOSEPH P. (JOSH) PONS JR.**  
CO-OWNER/MGR., COUNTRY LIFE & MERRYLAND FARMS

## REACH EVERY OWNER, BREEDER AND TRAINER IN THE REGION

Our circulation includes the members of state breed associations in all seven states, every owner and trainer licensed by state racing commissions in Delaware, Maryland, New Jersey, Pennsylvania, Virginia and West Virginia, and the entire membership of the National Steeplechase Association. Available in print and online, the monthly magazine is not only mailed to subscribers, but can be found in the racing secretary's office at every track, at the regional breed associations offices, and other prime locations.

## TARGET MARKETING IS THE KEY TO SUCCESS

The eight-state Mid-Atlantic region encompasses a contiguous market for Thoroughbred racing and breeding. This regional market includes nearly 75,000 Thoroughbred horses, a concentration of breeding farms, stallions, major tracks and countless steeplechasing sites in an area of thriving breed incentive programs thanks to slots infused revenues.

That this vibrant regional market crosses and overlaps state borders is borne out both by the annual movement of broodmares to stallions within these states and by the almost-daily movement of race horses from tracks in one state to those in another.

**DELAWARE  
MARYLAND  
NEW JERSEY  
NORTH CAROLINA  
PENNSYLVANIA  
SOUTH CAROLINA  
VIRGINIA  
WEST VIRGINIA**

## About our readers:

**91.5%**

of our subscribers read four out of four issues

**87%**

have saved an issue for reference

**Less than 10%**

read the other regional horse magazines

**93%**

of our readers derive income from their horse related occupations and activities

**22.35 horses**

Average number owned or cared for by our readers

**156-plus**

Average acres owned

64.4% male, 35.6% female

94% are over 40

88% use email, 74% daily

93% access internet, 81% daily

“There is no racing publication I enjoy reading more than the *Mid-Atlantic Thoroughbred*. It covers all the bases in the region when it comes to Thoroughbred racing. And it’s enjoyable to read and full of information.”

**KING T. LEATHERBURY**  
LEADING TRAINER

# If your market is the Mid-Atlantic, *Mid-Atlantic Thoroughbred* is where you want to be.

By focusing on the Mid-Atlantic region, *Mid-Atlantic Thoroughbred* delivers your sales message directly to the key people who have an interest in your horses and horse products. Regional advertisers agree *Mid-Atlantic Thoroughbred* is the best way to sell to Thoroughbred owners, breeders and trainers in the region.

“The *Mid-Atlantic Thoroughbred* is the main publication for reaching breeders in Pennsylvania. Our monthly newsletter enables us to keep our members abreast of key Association news and the main stories in the magazine help our members follow broader industry trends and events. The *Mid-Atlantic Thoroughbred* is a must read for anyone in the horse business or interested in following the industry.”

**Jeb Hannum**, PHBA Executive Secretary

“The breeding and racing industries are very competitive, especially in the Mid-Atlantic region. Breeders and owners are looking to take advantage of the best incentive programs and reading the *Mid-Atlantic Thoroughbred* allows them to stay up to date with the latest news and information. This publication allows the Thoroughbred Breeders’ Association of New Jersey to reach a broad audience and I know our members look forward to reading the magazine monthly.”

**Michael Campbell**, Executive Director TBANJ

“In my mind, *Mid-Atlantic Thoroughbred* is a top regional publication. It fills the void left by the nationals, whose news often has little or no bearing on what’s going on in our area, and whose advertisers are located too far away for practical business dealings.”

**MARK A. MCDERMOTT**  
PAST EXECUTIVE SECRETARY, PHBA

**No other single Thoroughbred publication reaches as many owners, breeders and trainers in the Mid-Atlantic region.**

# General advertising rates

Frequency	1x	3x	6x	12x
<b>BLACK &amp; WHITE</b>				
Full page	\$755	\$717	\$680	\$605
Three-quarters	665	632	600	535
Two-thirds page	590	560	530	475
Half page	475	451	430	380
One-third page	325	309	295	260
One-quarter page	235	223	210	190
One-sixth page	170	161	155	135
One-eighth page	145	138	130	115
Per column inch	50	47.50	45	40

## FOUR-COLOR (PROCESS)

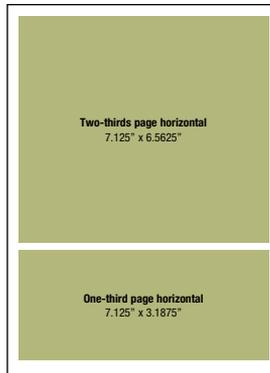
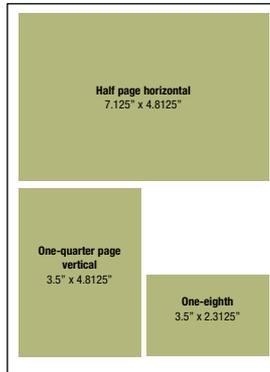
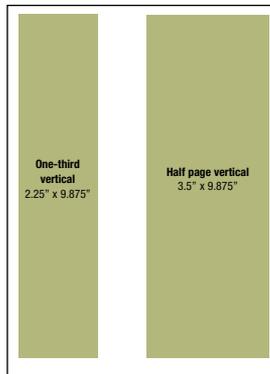
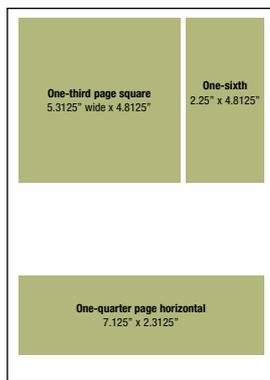
Covers 2, 3, 4, p. 1	\$1,840	\$1,783	\$1,725	\$1,610
Full page	1,460	1,422	1,385	1,310
Three-quarters	1,370	1,337	1,305	1,240
Two-thirds page	1,295	1,265	1,235	1,180
Half page	827.50	803.50	782.50	732.50
One-third page	677.50	661.50	647.50	612.50
One-quarter page	587.50	575.50	562.50	542.50
One-sixth page	522.50	513.50	507.50	487.50

The following rates apply for members of the Maryland, New Jersey, North Carolina, Pennsylvania, South Carolina, Virginia and West Virginia Thoroughbred breeders associations. **If any account is not paid within 45 days from the date of billing, the rate reverts to general advertising rates listed above.**

Frequency	1x	3x	6x	12x
<b>BLACK &amp; WHITE</b>				
Full page	\$604	\$589	\$578.00	\$544.50
Three-quarters	532	518	510.00	481.50
Two-thirds page	472	460	450.50	427.50
Half page	380	371	365.50	342.00
One-third page	260	254	250.75	234.00
One-quarter page	188	183	178.50	171.00
One-sixth page	136	133	131.75	121.50
One-eighth page	116	113	110.50	103.50
Per column inch	40	39	38.25	36

## FOUR-COLOR PROCESS

Covers 2, 3, 4, p. 1	\$1,613	\$1,590	\$1,572.00	\$1,519.50
Full page	1,309	1,294	1,283.00	1,249.50
Three-quarters	1,237	1,223	1,215.00	1,186.50
Two-thirds page	1,177	1,165	1,155.50	1,132.50
Half page	732.50	723.50	718	694.50
One-third page	612.50	606.50	603.25	586.50
One-quarter page	540.50	535.50	531	523.50
One-sixth page	488.50	486	484.50	474



# Breeder/Owner advertising rates

## Ad Sizes

(width x height)

**Full page** (8.125 x 10.875" trim)

Image safety area (7.25 x 10")\*

Bleed allowance (8.375 x 11.125")

**Two-thirds page**

Horiz (7.125 x 6.5625")

Vertical (5.3125 x 9.875")

**Half page**

Horiz (7.125 x 4.8125")

Vert (3.5 x 9.875")

## One-third page

Horiz (7.125 x 3.1875")

Square (5.3125 x 4.8125")

Vertical (2.25: x 9.875")

## One-quarter page

Horiz (7.125 x 2.3125")

Vert (3.5 x 4.8125")

## One-sixth

3 columns (5.3125 x 2.3125")

## One-eighth

2 columns (3.5 x 2.3125")

## MECHANICAL REQUIREMENTS FOR PRINT

*Mid-Atlantic Thoroughbred* is printed using an offset process at 200-line screen, perfect bound or saddle-stitch. Trim size: 8.125 x 10.875". Bleed size: 8.375 x 11.125". Recommended image area: 7.25 x 10". For full bleed, allow 1/8" on each side, top and bottom. Advertisers who place copy or artwork outside of the recommended image area do so at their own risk.

**Preferred format:** Hi-res PDF for print. Full page ads should have crop marks and bleed allowance as indicated in our mechanical requirements.

**Spreads:** Our workflow system requires spreads be set up as two (2) single pages.

### Color rates

In addition to the black and white space rate, color charges are \$235 for each extra color other than black. Color charges are discounted for partial page ads of half page or less at 50%.

### Preferred position

Preferred positions (other than covers and page 1) may be obtained, subject to availability, for an additional 15 percent of the total space charge.

### Classified rates

\$7 per line, four line minimum. Estimated at 35 characters per line. \$5 additional per insertion if name withheld and a drawer number used with MHBA address. Payment required with placement. Classified ads are not subject to any commissions or discounts. **Due 1st of month preceding month of publication.** Visa/MasterCard accepted.

### Pedigree pages

Pedigree pages in the annual stallion directory are \$575, not subject to any commissions or discounts. Pedigree pages created for other usage, \$150.

## Agency discounts

Commissions are allowed, based on 15 percent of the total space and color charges only, to recognized advertising agencies which supply insertion orders and suitable materials or files, and which assume responsibility for payment. Suitable materials are digital files as described in our digital specifications. Advertisements supplied in non-standard formats are not commissionable. **If any account is not paid within forty-five (45) days from the date of billing, the agency commission is forfeited.**

## Production and processing charges

Advertisers and/or agencies are responsible for all charges incurred in the production of their advertisements including, but not limited to, purchase of photographs and color separations, computer printouts, artwork, typesetting, negatives converted to digital, changes on supplied materials, copy dot scanning, and all additional costs incurred in the production of the advertisement. Usage fees for images copyrighted by individual photographers vary according to the artist.

## Electronic Transmissions

Files can be sent e-mail to: [brightler@marylandthoroughbred.com](mailto:brightler@marylandthoroughbred.com). Files to large to email can be sent via FTP or on disk to Mid-Atlantic Thoroughbred, P.O. Box 427, Timonium, MD 21094. Please contact the advertising department for FTP details.

## Materials Deadline

Space reservations and insertion orders the first of the month preceding the publication month. Materials due 5th of month preceding month of publication.

## Issuance

Published monthly.

## EDITORIAL CALENDAR

**MONTHLY FEATURES:** Racing Calendar, Pedigree, Chasing About, Around the Ovals, Mid-Atlantic Report, Stallion News, Stallion Rankings, and individual state breed organization newsletters from Maryland, New Jersey, North Carolina, Pennsylvania, South Carolina, Virginia and West Virginia.

Four important **ANNUAL REFERENCE GUIDES** are included in 12 monthly issues:

- January** ..... Breeders' Cup coverage
- March**..... **STATISTICAL REVIEW**
- April**..... **AUCTION REVIEW**
- July**..... Triple Crown coverage
- September** **MARYLAND MILLION PREVIEW GUIDE**
- December** **STALLION DIRECTORY**, Maryland Million coverage, WV Classics coverage

## Website Advertising

# MidAtlanticTB.com

**Button ad:** \$60 per month; \$600 for 12 months.

200 pixels wide x 120 pixels deep  
*With 12x Mid-Atlantic Thoroughbred advertising contract, FREE*

**Banner ad:** \$120 per month; \$1,200 for 12 months.

440 pixels wide x 120 pixels deep

All website ads have linking capabilities.

## Terms and conditions

*Mid-Atlantic Thoroughbred* is published by the Maryland Horse Breeders Association (MHBA). All advertisements are subject to approval and may be rejected without prior notice at any time and for any reason. The MHBA, as publisher, is not responsible for any claims or suits relating to publication of advertisements based on information supplied by the advertiser or agency.

All advertising accounts are payable within thirty (30) days from the date of the original statement. A two (2) percent discount is allowed on accounts fully paid within ten (10) days from the date of the original statement.

Any advertising account balance thirty (30) days or older will incur a one and one-half (1½) percent service charge per month. Any advertiser or agency with a balance due for more than sixty (60) days shall be denied credit for new ads until the overdue balance is paid. A service charge of \$15 shall be made for any returned check.

The MHBA reserves the right to require payment in advance from agencies or advertisers with poor credit histories, regardless of account status. New advertisers shall be required to pre-pay advertisements placed prior to establishing credit and/or submitting a credit application, subject to approval by the MHBA.

Agency discounts and member discounts are forfeited on any account not paid within forty-five (45) days. The MHBA reserves the right to bill an advertising agency's client directly for any overdue accounts.

Any advertisement scheduled for insertion for which materials are not received by the appropriate deadline and therefore are not printed shall be billed at fifty (50) percent of the space rate, including preferred position charges if applicable. Space deadline is the 25th of the month, two months preceding month of publication. Materials deadline is the 1st of the month preceding publication, and the classified deadline is the 1st of the month preceding month of publication. Advertising submitted and ordered in accordance with the deadlines cannot be canceled after such deadlines.

No condition, printed or otherwise, appearing on the contract order or copy instructions of advertisers or their advertising agencies which conflict with the terms and conditions of this contract shall be binding on the MHBA, and any attempt to alter such terms and conditions shall be treated as a request only.

The MHBA shall not be liable for delays in performance, non-performance, delivery, and/or non-delivery, caused by events or conditions beyond the control of the organization. In the events of errors or omission, in whole or in part, the MHBA shall not be liable for damages in excess of the amount of the charges paid for space.

All advertisements are accepted and published on the representation that the advertisers and/or agencies are properly authorized to published the contents and subject matter thereof. It is understood that the advertisers and/or agencies shall indemnify and hold the MHBA harmless from any claims or suits for libel, invasion of privacy, plagiarism, copyright infringement or other such claims or suits relating to the publication of such advertisement. The advertiser and/or agency shall reimburse the MHBA for any amount paid by the MHBA in settlement of claims or in satisfaction of judgements obtained by reason of publication of any advertisement together with all expenses incurred in connection therewith, including but not limited to attorneys' fees and costs of litigation.

All advertising rates and provisions are subject to change without notice. The MHBA shall not be liable for errors made in corrections requested by advertisers or agencies after the materials' submission deadline. The word "advertisement" will be placed above or below any copy which, in the opinion of the MHBA, resembles editorial matter.

The MHBA reserves the right not to publish any advertisement which, in the opinion of the publisher, is inappropriate. The MHBA shall have the right to omit any advertisement when the space allotted to advertising in a particular issue has been filled. In addition, the MHBA reserves the right to limit the amount of space any advertiser may use in any one issue.

# Mid-Atlantic Thoroughbred

*Taking the Lead — Besting the Field*

P.O. Box 427, Timonium, MD 21094  
Offices located at: 30 East Padonia Road, Suite 303, Timonium, MD 21093  
(410) 252-2100 phone • (410) 560-0503 fax  
[www.MidAtlanticTB.com](http://www.MidAtlanticTB.com)