

# MID-ATLANTIC Thoroughbred

Rate Card June 2010

## 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	452	430	380
One-third page	325	310	295	260
One-quarter page	235	223	210	190
One-sixth page	170	163	155	135
One-eighth page	145	138	130	115
Per column inch	50	47.50	45	40
<b>FOUR-COLOR (PROCESS)</b>				
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	804.50	782.50	732.50
One-third page	677.50	662.50	647.50	612.50
One-quarter page	587.50	575.50	562.50	542.50
One-sixth page	522.50	515.50	507.50	487.50

## Breeder/Owner advertising rates

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	\$591.52	\$578.00	\$544.50
Three-quarters	532	521.40	510.00	481.50
Two-thirds page	472	462.00	450.50	427.50
Half page	380	372.90	365.50	342.00
One-third page	260	255.75	250.75	234.00
One-quarter page	188	183.97	178.50	171.00
One-sixth page	136	134.47	131.75	121.50
One-eighth page	116	113.85	110.50	103.50
Per column inch	40	39.19	38.25	36
<b>FOUR-COLOR PROCESS</b>				
Covers 2, 3, 4, p. 1	\$1,613	\$1,594.35	\$1,572.00	\$1,519.50
Full page	1,309	1,296.52	1,283.00	1,249.50
Three-quarters	1,237	1,226.40	1,215.00	1,186.50
Two-thirds page	1,177	1,167.00	1,155.50	1,132.50
Half page	732.50	725.40	718	694.50
One-third page	612.50	608.25	603.25	586.50
One-quarter page	540.50	536.47	531	523.50
One-sixth page	488.50	486.97	484.50	474

### Color rates

In addition to the black and white space rate, color charges are \$235 for each extra color other than black. Special match PMS colors are \$400 (available on a limited basis) and \$450 each for metallic inks (available on a limited basis); no size or spread discounts apply. Color charges are discounted for spreads as follows: advertisers are billed a full color charge for one page, and 50% of the color charge for the facing page. 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. The following charges may apply:  
 Basic processing for files that comply with digital ad spec, no charge  
 Computer time (file conversion, etc), \$100/hr  
 Each additional 15 minutes, \$30  
 Creative time (copywriting, design), \$75/hr  
 Proofs, \$100/4C  
 Photos: Usage fees for images copyrighted by individual photographers vary according to the artist.

### Issuance

Published monthly.

## Digital Specifications

<b>Ad Sizes</b> (width x height)	<b>One-third page</b>
<b>Full page</b> (8.125 x 10.875" trim)	4 columns (7.125 x 3.1875")
Image safety area (7.25 x 10")*	3 columns (5.3125 x 4.8125")
Bleed allowance (8.375 x 11.0625")	<b>One-quarter page</b>
<b>Three-quarter page</b>	4 columns (7.125 x 2.3125")
4 columns (7.125 x 7.375")	2 columns (3.5 x 4.8125")
3 columns (5.3125 x 9.875")	1 column (1.6875 x 9.875")
<b>Two-thirds page</b>	<b>One-sixth</b>
4 columns (7.125 x 6.5625")	3 columns (5.3125 x 2.3125")
<b>Half page</b>	<b>One-eighth</b>
4 columns (7.125 x 4.8125")	2 columns (3.5 x 2.3125")
2 columns (3.5 x 9.875")	1 column (1.6875 x 4.8125")

## Mechanical requirements

*Mid-Atlantic Thoroughbred* is printed using an offset process at 200-line screen, perfect bound or saddle-stitch. Trim size: 8.125 x 10.8125". Bleed size: 8.375 x 11.0625". Recommended image area: 7.25 x 10". On a standard page there are 4 columns, each 10 picas (1.6875") wide. 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, as information can be lost in trim.

**PREFERRED FORMAT:** We have a Mac-based workflow. The preferred format for digital advertising files is hi-res PDF for print (Full page ads should have crop marks and bleed allowance as indicated above in our mechanical requirements). InDesign or QuarkXpress collected jobs are also acceptable, as are files supplied in Adobe Illustrator and PhotoShop, however advertisements furnished in these formats may incur conversion charges. An accurate proof must be provided. Photos and images should be scanned at 300 dpi.

**SPREADS:** Our workflow system requires spreads be set up as two (2) single pages. If not setup in this manner, computer charges will be assessed for the time to change the format.

**FONTS:** All files must be accompanied by fonts. Please include screen and printer fonts. We support PostScript Type 1, OpenType, and TrueType. (OpenType and TrueType fonts should come from reputable type foundries such as Adobe, Microsoft, MonoType, BitStream, etc.). We do not support Multiple Master fonts, or PostScript Type 3 fonts. Fonts for PC files will be substituted with the Mac font equivalent.

**PHOTOS:** All photos must be 300 dpi in CMYK. Advertiser will incur computer time charges if photo must be converted from RGB for output.

**TRAPPING:** In your ad layout application we require "NONE" as the selection for all image backgrounds. This is required for proper trapping of your ad as it is sent through our CTP software.

**SOFTWARE:** (Mac preferred) InDesign, QuarkXpress, Adobe Illustrator and Photoshop

**GRAPHICS FORMAT:** Tiff, JPEG, Bitmap, Photoshop EPS, EPS (NOTE: all EPS text should be converted to outlines or fonts supplied; all colors converted to CMYK; all linked images must be sent as well.) (NOTE: charges for computer time may be incurred for converting image from RGB)

**ACCEPTED DISC MEDIA:** CD, DVD

**ELECTRONIC TRANSMISSIONS:** Fax a hard copy of the ad along with the name and extension of the file(s) to 410-560-0503. File names should be as short as possible and contain only alpha-numerical characters. Avoid blank spaces and punctuation marks. Small files, no larger than 5 mb, can be sent e-mail to: breightler@marylandthoroughbred.com. Larger files can be sent on disk to Mid-Atlantic Thoroughbred, P.O. Box 427, Timonium, MD 21094 or via FTP. Please contact the advertising department for 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.

### Terms and conditions

*Mid-Atlantic Thoroughbred* is published monthly 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*

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