

# Mid-South Horse Review



## Print Display Advertising Rates

Full Color:	w/ 12x contract	w/6x contract	w/3x contract	1X
Full Page:	\$635	\$655	\$685	\$695
Jr. Page:	\$535	\$545	\$565	\$585
1/2 Page:	\$375	\$390	\$405	\$425
1/4 Page:	\$235	\$245	\$255	\$275
1/8 Page:	\$150	\$155	\$160	\$165

**Premium Pages** (Back Page & Page 3) - additional \$100/month

**Business Cards** (3.19 in. x 2 in.) \$55/month

\$50 /month, w/3-mo. contract | \$45 /month, w/6-mo. contract | \$40 /month, w/12-mo. contract

**Classified Ads:** \$15 for first 15 words or less; 30¢ per word thereafter

**Picture Classifieds:** \$55/month

**Website Ads:** \$200@ or \$50 with purchase of 1/4 pg. or larger Print Display Ad

### DEADLINES

Ad copy must be received by 20th of the month preceding publication

### MECHANICAL REQUIREMENTS

Email PDF, JPG, or TIFF (300 dpi) formats to [midsouthhorsereview@yahoo.com](mailto:midsouthhorsereview@yahoo.com)

<b>Full Page</b> (9.75" x 12.3")	<b>Junior (3/4) Page</b> (7.275" x 12.3")	<b>1/4 Tall</b> (2.312" x 12.3")	<b>1/4 Page</b> (4.792" x 6")	<b>1/8 Page</b> (4.792" x 2.9")	<b>1/2 Page Tall</b> (4.792" x 12.3")	<b>1/8 Tall</b> 2.312" x 6"
			<b>1/2 Horizontal</b> (9.75" x 6")			

### Mid-South Horse Review Liability

Mid-South Horse Review reserves the right to hold the advertiser and/or its agency jointly or individually liable for all advertising costs payable to the Mid-South Horse Review. In case of typographical errors or omissions, Mid-South Horse Review shall not be liable for damages beyond the cost of the actual advertisement. In addition, Mid-South Horse Review is not liable for typographical errors resulting from the submission of ad copy in hand-written form or taken by phone.

All advertising contracts, space orders, and copy are subject to the approval of the publisher. When sending original artwork or logos, send either the original or a printable reproduction. Mid-South Horse Review is not responsible for photos and/or artwork. All ads will be designed and typeset for the best possible exposure and reader response.

