



2020 ANNUAL BREEDERS' GUIDE AND STALLION DIRECTORY

ADVERTISING RATES AND SPECIFICATIONS

The American Hanoverian Society & American Rhineland Studbook *Annual Breeders' Guide and 2020 Stallion Directory* is an extremely effective advertising venue with a press run of approximately 2,200 copies – offering an excellent opportunity to reach the Hanoverian market in a format which is retained by its recipients and referred to time and time again throughout the year. Plan now to advertise in the 2020 book!

Please note: Some ad sizes and mechanical requirements have been revised due to formatting and design changes. It is the advertiser's responsibility to ensure their ad conforms to the current requirements. Any alterations necessary to make the submitted materials camera-ready will be billed to the advertiser by the AHS.

Display Ads	Cost	Orientation	Dimensions	Bleed Size
■ Outside Back Cover – 4-color bleed only*	\$2000.00	vertical	8.5" x 11"	8.75" x 11.25"
■ Inside Front/Back Covers – 4-color bleed only*	\$1500.00	vertical	8.5" x 11"	8.75" x 11.25"
■ Page Opposite Inside Front and Back Covers*	\$1000.00	vertical	8.5" x 11"	8.75" x 11.25"
■ Full Page Ad – 4-color	\$700.00	vertical	8.5" x 11"	8.75" x 11.25"
■ Full Page Ad – B&W	\$410.00	vertical	7.25" x 9.75"	**no bleeds
■ Half Page – B&W	\$240.00	vertical horizontal	3.5" x 9.75" 7.25" x 4.875"	
■ Third Page – B&W	\$195.00	vertical	2.25" x 9.75"	
■ Quarter Page – B&W	\$160.00	vertical	3.5" x 4.875"	
■ Sixth Page – B&W	\$120.00	vertical	2.25" x 4.75"	
■ Business Card – B&W	\$80.00	horizontal	3.5" x 2"	

* One premium ad position per advertiser, unless other premium positions are open.

**Advertising AGREEMENT and PAYMENT due October 1, 2019.
AD MATERIALS due October 30, 2019.**

Artwork Specifications

- Trim size is 8.5" x 11". For full page ads: keep live matter .5" inch from trim, and provide a bleed of not less than .125" on all sides. Note: Trim size varies from most national equine publications. Any alterations necessary to make submitted material camera-ready will be billed to the advertiser by the AHS.
- Ads must be supplied camera-ready. Any changes, revisions or conversions necessary to make an ad camera-ready will be billed at \$80/hour. One hour minimum. Each additional 15 minutes billed at \$20.

GENERAL GUIDELINES

- **Media:** Files can be supplied on CD or via electronic transfer. Special provision may be made for e-mailing ads that exceed 12MB. Preferred formats are high resolution, press quality pdf or jpg files.
- **Color:** Set all color information as appropriate to CMYK for 4-color process or grayscale for 1-color.
- **Fonts:** All fonts (include both screen and printer fonts) necessary for printing the ad must be supplied by the advertiser if you send files in the native programs. Do not supply additional fonts not used in the ad. Only Adobe Type 1 fonts from the Adobe Type Library should be used. Other fonts must be converted to paths and placed as graphics. **PC format fonts are NOT compatible. If you have questions please email the Publications Editor.**
- **The publisher assumes no responsibility for the quality of color ads printed without a color proof. If you are unsure, please send a high quality print output.**
- **Flightcheck:** Flightcheck scans for all digital files are recommended before submitting them for publication.
- **No Agency Discounts.**

Continued on next page

AD SUBMISSION

- Ads must be supplied as digital files. Print quality PDF files are preferred. Be sure to build in .125" bleeds into your ads.

DIGITAL FILE SUBMISSION

- Digital files are accepted only if compatible, and only if the advertiser bears responsibility for reproductive quality. Non-compatible files may forfeit discounts, and may incur conversion charges.
- **Adobe InDesign, Illustrator or Photoshop CS** for Macintosh are preferred. **Corel and Microsoft products are NOT compatible.** If possible, convert non-compatible formats into EPS or PDF. If sending native files, collect all fonts (screen/printer fonts), including embedded fonts and all graphic files necessary to print the ad. Graphic files should be supplied in either TIFF or EPS format without internal compression, such as LZW or JPEG, applied. Set document size to the exact size of the ad. Remove any custom style sheets prior to submitting files. Ensure that all spot colors are converted to process. Colorization of picture box backgrounds for grayscale TIFFs is not supported. Set the backgrounds of picture boxes containing images to "White" – not "None" – unless the image is a 1-bit line art graphic or is clipped with a clipping path.
- PC fonts are not compatible with the Macintosh platform. In some cases Mac fonts may be substituted for PC fonts, but the AHS will not be responsible for altered line breaks, overflows, odd characters, etc.
- Adobe Illustrator, versions 3.0 to CS6, EPS files are acceptable. Supply all fonts or convert them to paths. Supply all placed graphics not embedded in the file. Convert all colors to CMYK or grayscale as appropriate. Illustrator EPS is not a good format for ads with embedded 4-color process scans, and is not recommended. Similar applications to Illustrator, such as FreeHand and CorelDraw, may be acceptable but are not preferred.
- Adobe Photoshop (or similar) TIFF and EPS files are acceptable. Convert all colors to CMYK or grayscale as appropriate. Flatten all layers and remove unused channels or clipping paths. Clipping paths should have a Flatness setting of 4. Complex clipping paths should be avoided. File size should be 100% dimension at 300 dpi resolution for halftones, and 1200 dpi for bitmaps. Total ink densities of scans and color builds should not exceed 300%. Highlight and shadow points of scanned halftones, either color or grayscale, should not be less than 2% in the highlights or more than 98% in the shadows. Follow SWOP standards for dot gain (20% in the midtone) etc. Remove any halftone screening information or transfer curves from EPS files. Pixel-based formats are not recommended for small size text (below 9-10 pt.). Duotones are not recommended.
- Adobe Acrobat PDF files are acceptable, Acrobat versions to 10.1. Convert all colors to CMYK or grayscale as appropriate. Embed all fonts. Specify PDF files as Print Quality PDF files. Files should be high resolution, 300 dpi or greater resolution prior to conversion. PDF files that are not in strict compliance with these guidelines will be converted in Photoshop.

Contract and Copy Regulations

1. All contents and advertisements are subject to Publisher's approval.
 - a. Publisher reserves the right to reject or cancel advertisement insertion order, space reservation or position commitment at any time.
 - b. Special positions are confirmed on a first come, first served basis.
 - c. Publisher expressly reserves the right not to publish any advertisement which, in the opinion of the publisher, is in bad taste, could be misleading, is unsupported by facts of record or does not conform to the standards and style of the American Hanoverian Society.
2. The Advertiser and its Agency agree to relieve the American Hanoverian Society and its employees of responsibility from any and all claims arising out of publication of advertising based on information supplied by Advertiser.
3. All advertising contracts and copy/display must be submitted in writing. The insertion order or covering letter with signature and payment in full must be included with printing materials.
4. All advertising cancellations must be made in writing. Cancellations or changes in order may not be made to the Publisher or its Agency after the closing date of **October 1, 2019.**
Advertising AGREEMENT and PAYMENT due October 1, 2019. AD MATERIALS due October 30, 2019.
5. No advertising copy or insertion order will be taken by telephone.
6. The word "advertisement" will be placed with advertising copy which, in the opinion of the Publisher, resembles editorial matter.

Advertising AGREEMENT and PAYMENT due October 1, 2019.

AD MATERIALS due October 15, 2019.

PLEASE NOTE: ALL ADS MUST BE PREPAID WITH AD AGREEMENT!!

Mail Advertising Agreement, Payment and Materials to:

Terri Ralenkotter, AHS Publications Editor ■ 3061 Ashley Dr. ■ Edgewood, KY 41017
Phone: (859) 802-8895 ■ Fax: (859) 371-3891 ■ E-mail: TDRgraphics@gmail.com

PLEASE NOTE: Payment may be made via credit card or check to the AHS Office.

AD AGREEMENT FORM AVAILABLE ONLINE OR CONTACT TDRgraphics@gmail.com