Stallion Directory and Awards Magazine Publications

ADVERTISING RATES AND SPECIFICATIONS

The American Hanoverian Society's Annual Stallion Directory and Awards Magazine are extremely effective advertising venues with a press run of 1,100 copies. These publications offer an excellent opportunity to reach a dedicated, affluent sport horse market in a format which is retained by its recipients and referred to time and time again throughout the year.

DESCRIPTION	ORIENTATION	DIMENSIONS	COST
Outside Back Cover	Vertical	8.5" x 11"	$2200.00
Inside Front/Back Covers	Vertical	8.5 x 11"	$1925.00
Page Opposite Inside Front and Back Cover	Vertical	8.5" x 11"	$1650.00
Full Page Ad	Vertical	8.5" x 11"	$1100.00
Half Page Ad	Vertical Horizontal	3.75" x 10" 7.5" x 5"	$550.00 $550.00
Quarter Page Ad	Vertical	3.68" x 4.875"	$275.00
Business Card	Vertical	3.5" x 2"	$165.00

ARTWORK SPECIFICATIONS:

- Create your document to the exact size shown.
- On full-page ads with bleed, bleeds must extend a minimum of 0.125" past the trim.
- On ALL full-page ads, please allow a 0.125" margin from the trim for text and images.

* When submitting native application files (INDD or AI), please provide the native application file and all supporting image files and fonts used. Zip the document, all fonts and images used before submitting. There is a higher risk of file corruption when files are not compressed before transfer.

GENERAL GUIDELINES:

- All images should have a minimum resolution of 300 dpi at 100%.
- All images should be converted to CMYK.
- **ACCEPTED FILE FORMATS:** PDF- Press-ready (Includes bleeds with all fonts embedded), TIF, JPG, EPS, INDD - Adobe InDesign 2.x-CC, and AI - Adobe Illustrator 8.x-CC
- **DO NOT USE PICT and GIF** files because they are low-resolution web files and not suitable for printing.
- Do not copy and paste images from a program into the page layout program. Import or place the image through the page layout program.
- Make sure the file extensions remain intact on all files. If they are changed or omitted, they are not recognizable when transferred.
- All art files should be converted to CMYK. We cannot guarantee color consistency for files that must be converted from Index, LAB or RGB color spaces to CMYK.

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, over-flows, 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:

- All contents and advertisements are subject to Publisher's approval.
  - Publisher reserves the right to reject or cancel advertisement insertion order, space reservation or position commitment at any time.
  - Special positions are confirmed on a first come, first serve basis.
  - 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.
- The Advertiser and its Agency agree to relieve the American Hanoverian Society and its employees of responsibility from all claims arising out of publication of advertising based on information supplied by Advertiser.
- All advertising contracts and copy/display must be submitted on-line. The insertion order or covering letter with signature and payment in full must be included with printing materials.
- All advertising cancellations must be made in writing via email. Cancellations or changes in order may not be made to the Publisher or its Agency after the published deadline date.
- No advertising copy or insertion order will be taken by telephone.
- The word "advertisement" will be placed with advertising copy which, in the opinion of the Publisher, resembles editorial matter.

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

PAYMENT IS MADE WHEN YOU PLACE YOUR AD ORDER.