

2017 PRINT ADVERTISING RATES+SPECS

PUBLICATION TRIM SIZE: 6 x 9 PERFECT BOUND

LIVE MATTER AREA: 5.25 x 8.25

SPACE	DIMENSIONS		RATES	
	WIDTH X HEIGHT		B/W	4-COLOR
Back cover	bleed: 6 x 9.25 keep live matter .5 from right edge, .375 from top, left, bottom	non-bleed: 5.25 x 8.25		\$1725
Inside covers	bleed: 6 x 9.25 keep live matter .375 from all sides	non-bleed: 5.25 x 8.25	—	1300
Page 1	bleed: 6 x 9.25 keep live matter .375 from all sides	non-bleed: 5.25 x 8.25	—	1545
Full page	bleed: 6.25 x 9.25**	non-bleed: 5.25 x 8.25	750	850
Half page horizontal	bleed: 6.25 x 4.375**	non-bleed: 5.25 x 4.125	525	625
Half page vertical	bleed: 3.125 x 9.25**	non-bleed: 2.375 x 8.25	525	625
Quarter page	non-bleed only: 2.375 x 4		325	425
Business card	Provide card for scanning or digital card file		165	—
Directory listing only			135	—
Non-profit listing †			50	—

**Live matter on bleed ads should be kept at least .375 from trim edges.

† Non-profit organizations: ask about discounted rates for display ads.

ACCEPTABLE FILE FORMATS

- Press-ready PDFs with graphics & fonts embedded.
- Mac-based InDesign + Quark files.
- 300dpi tiff, PSD or jpeg formats
- Images minimum 300 dpi
- CMYK, grayscale or b/w only. No RGB.
- Email files to mary@HVHS.net, or mail ad materials
- **For business cards**, provide 2 printed cards for scanning. **Please do not staple, clip, tape or fold cards.**

Or email digital file or press-ready pdf.

AD GUIDELINES

Creative services provided by HVHS will be billed to advertiser.

Ad position is at the discretion of HVHS. Requests for preferred position will be considered based on space availability.

HVHS reserves the right to reject ad content considered inappropriate.

If you have questions about submitting an ad, email mary@HVHS.net or call 914 962.3906

Hudson Valley HorseSource / HVHS.net ■ 15 North Lane ■ Katonah, New York 10536

P 914 962.2110 F 914 962.4716 Mary@HVHS.net / Leda@HVHS.net

