

NWHS 2020 Advertising Rates



360.332.5579 • sales@nwhorsesource.com

Ad reservations and payment are due on the 1st of the month preceding publication

DISPLAY AD:

FULL COLOR	12x	6x	3x	1x
1/6 page	\$198	\$210	\$220	\$240
1/4 page	\$315	\$337	\$352	\$378
1/3 page	\$339	\$361	\$380	\$406
1/2 page	\$495	\$529	\$556	\$596
2/3 page	\$591	\$629	\$661	\$709
Full Page	\$787	\$838	\$883	\$946

FULL COLOR GLOSS COVERS	12x	6x	3x	1x
Back Cover	\$1100	\$1187	\$1275	\$1369
Inside Front or Back Cover	\$957	\$1032	\$1109	\$1190

EQUINEMARKETPLACE PRINT AD:

Mini Display Ad

1/12 page, photo, text, logo, background
\$75/mo full color

Classified Ad

\$16/mo for 20 words or less
30¢ per each additional word
12x Prepaid Discount: 15%

Business Directory Listing

Company name and contact information
12x - \$150 per year

Add-ons

Spot Color (Business Card) - \$10
Box outline (Classified or Text) - \$2.50
Bold Lettering (Classified) - \$2.50
Color Background/Box (Classified or Text) - \$5

Reach:

- 1) Magazine: 16,000 copies distributed to over 600 locations monthly
- 2) Facebook: 42,000 + fans and growing
- 3) Website: 4,500 unique visitors monthly
- 4) E-Newsletter: 3,000 + subscribers
- 5) Responsive Digital Edition and website: See it on smartphones and tablets!

Ask about our Online Front Page Feature Spots, Article Sponsorships and more!

OTHER RATES:

NWHS Combined Ad Packages (Print, web, e-news, social media) per issue

Supreme: Full Page Print Ad: \$900
Deluxe: 1/2 Page Print Ad: \$600
Enhanced: 1/4 Page Print Ad: \$400
Starter: 1/6 Page Print Ad: \$300
Budget: EM (2.306" wide x 2.25" tall): \$160

Call or email for package details

Online Banner Advertising - Prepaid

	12mo	6mo	3mo
2 Banners	\$900	\$525	\$270
300x250	\$450	\$255	\$135

Online Business Directory Listing: \$99 or \$149/yr

Subscription 24.95 USD/yr • 29.95 CAD/yr

Miscellaneous Charges

Single issue of magazine	\$2.50
Extended Deadline Fee	\$10.00
Layout & design (\$15 min)	\$60.00/hr

TERMS & CONDITIONS

Ad prices subject to change. Ad copy must be received by the 5th of the month prior to the month of publication. While we are committed to quality in production, please check all of your copy carefully. The advertisers and publisher cannot be responsible or liable for misprints, misinformation or typographical errors within the publication.

NWHS 2020 Online Advertising Rates



360.332.5579 • sales@nwhorse.com

DEADLINE: Always the 5th of the month preceding print publication

www.nwhorse.com

DISPLAY AD ONLINE:

FULL COLOR	1x
1/6 page	\$79
1/4 page	\$125
1/3 page	\$134
1/2 page	\$197
2/3 page	\$234
Full Page	\$312

FULL COLOR	1x
Back Cover	\$350
Center Spread	\$570

DIGITAL ADVERTISING:

E-News Blast – \$75
600 x 720 jpeg or 2 images and text

E-Newsletter Feature Ad – \$25
1 Photo and text limited to 35 words.

Full Page Online – \$75
6 photos, 350 (approx) words of text including contact information.

Facebook Post – \$95
Drives traffic to your full page ad on our website.

Purchase separately or as a package for \$255

MORE ONLINE EDITION ADVERTISING OPTIONS

Video links

Link to a “how to” video or an introduction to your business.

Slide Show

Display a gallery of your products, services or event images. Great for highlighting a recent event or show that you participated in.

App Ticker

The App Ticker displays a customizable message along the bottom of every page of the publication.

Presentation Page

A full-page space displayed to the left of the front cover; first thing readers will see!

Interstitial Ad:

Interstitial ad scrolls up from the bottom of the page and presents a full-page ad to readers. It can be enhanced with features like links and other media. The ad remains open until the user closes it.

Peel Away Ad

The Peel-Away is an effective way of drawing attention. It appears in the bottom-right corner of the publication’s digital cover. Activating the Peel-Away will direct the reader to a new full-page advertisement that may contain links, audio/video media, or other items that engage readers.

Call for pricing...

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NWHS Combined Ad Packages (Print, web, e-news, social media) per issue

Supreme: Full Page Print Ad: \$900
Deluxe: 1/2 Page Print Ad: \$600
Basic: 1/4 Page Print Ad: \$400
Starter: 1/6 Page Print Ad: \$300
Budget: EM (2.306” wide x 2.25” tall): \$160

Call or email for package details

Online Banner Advertising - Prepaid

	12mo	6mo	3mo
2 Banners	\$900	\$525	\$270
300x250	\$450	\$255	\$135

Online Business Directory Link - \$99 or \$149

Subscription 24.95 USD/

Article Sponsorship

Single Issue of print publication	\$250
Online article sponsorship	\$75

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2020 Editorial Calendar

360.815.3770 • editor@nwhorsesource.com



January — Breeding & Buying

February — Lifestyle & Getaways

March — Barn & Farm

Added distribution at Washington State Horse Expo, Backcountry Horsemen's Rendezvous, Small Farm Expo and Northwest Horse Fair & Expo

April — Equine Events

May — Equine Sports and Recreation

June — Tack & Equipment

July — Performance Horses

August — Training and Facilities

September — Educational Opportunities

October — Equine Wellness

November — Holiday Gift Ideas

December — Seniors & Nutrition

www.nwhorsesource.com

Submission of Ad Copy

360.332.5579 • ads@nwhorsesource.com



AD MATERIALS DEADLINE: 5th of the month preceding publication
(For example: January 5 for February issue)

AD SIZES & DIMENSIONS:

Size	Dimensions	Orientation
1/6 Page	2.306" w x 4.75" h	Vertical
1/6 Page	4.75" w x 2.25" h	Horizontal
1/4 Page	3.5" w x 4.75" h	Vertical
1/3 Page	2.306" w x 9.625" h	Vertical
1/3 Page	4.75" w x 4.75" h	Block
1/2 Page	3.5" w x 9.625" h	Vertical
1/2 Page	7.25" w x 4.75" h	Horizontal
1/2 Page	4.75" w x 7.25" h	Block
2/3 Page	4.75" w x 9.625" h	Vertical
Full Page	7.25" w x 9.625" h	Live Area
Full Page w/bleed	8.75" w x 11.125" h	Page Size

Contact/Shipping Info:

The Northwest Horse Source, LLC
PO Box 717 • Blaine, WA 98231-0717
360.332.5579 Office

For Shipping UPS or FedEx:
4435 Boblett Rd
Blaine, WA 98230

Email Ads:
ads@nwhorsesource.com.
Please limit file size to 8 megabytes.
Larger files may be uploaded to our
Dropbox. Call for information.

Download Media kit.
www.nwhorsesource.com

AD SPECIFICATIONS:

- **Supported Software:** Acrobat, InDesign, Illustrator and Photoshop.
- **Supported File Types:** TIFF, EPS, JPG, AI, PSD, INDD or PDF. Any link files must be embedded. Convert all text to outlines.
- Camera-ready files must use CMYK or Greyscale, not RGB color profile. No PANTONE colors will be accepted. All black must be 100% black - not "rich black" (combination of CMYK inks).
- **Fonts:** Due to time constraints, any fonts not submitted will be substituted with a similar font.
- Images must be at least 300 dpi and lineart (type) at 1200 dpi. Artwork should be saved at actual size. Gloss pages require 150 line screen, inside pages are 100 line screen.
- **Unsupported Software: WE CANNOT ACCEPT COREL DRAW, MICROSOFT WORD, PAGEMAKER or MICROSOFT PUBLISHER FILES.**
- **Ad Design Fees:** \$60 per hour, \$15 minimum.
- If proofs are required for approval by advertiser before publication, all ad components must be submitted to NWHS five days before materials deadline. Three corrected proofs allowed. Additional proofs will be sent only if time permits.

MISCELLANEOUS:

- If disks/pictures are to be returned, please send a self addressed stamped envelope to NWHS.
- \$10.00 late charge for ads received after the deadline.
- Minimum fee \$15 (\$60/per hour) if files are provided in unsupported formats.
- Any ads submitted after deadline (5th of the month) will not be guaranteed a proof.