



PASO FINO

HORSE WORLD

2010 ADVERTISING RATES

Color	1X	4X	8X	Black/White	1X	4X	8X
Front Cover	\$1,600						
Cover Package*	\$1,970						
Back Cover	\$975	\$965	\$950				
Inside Front	\$895	\$865	\$875				
Inside Back	\$890	\$880	\$865				
Full Page	\$770	\$745	\$720	Full Page	\$590	\$585	\$575
2/3 Page	\$620	\$600	\$585	2/3 Page	\$480	\$475	\$465
1/2 Page	\$460	\$435	\$415	1/2 Page	\$350	\$345	\$330
1/3 Page	\$370	\$350	\$330	1/3 Page	\$250	\$245	\$230
1/4 Page	\$295	\$275	\$255	1/4 Page	\$200	\$190	\$170
Business Card			\$490	Business Card			\$350
Recreational Marketplace			\$80				

*Cover Package includes front cover plus one inside full page color ad

Reserved Page Number — add \$100

Classified — 80 cents per word and 25 word minimum — \$20

ADVERTISING SIZES

Display Ad	Width	Depth
Full Page Bleed	8-5/8 inches	11-1/8 inches
Full Page No Bleed	7 inches	10 inches
2/3 Page	4-1/2 inches	10 inches
1/2 Page Horizontal	7 inches	4-7/8 inches
1/2 Page Island	4-1/2 inches	7-1/2 inches
1/3 Page Square	4-1/2 inches	4-1/8 inches
1/3 Page Tall	2-1/4 inches	10 inches
1/4 Page	3-1/2 inches	4-7/8 inches
Business Card	3-1/2 inches	1-3/4 inches

DEADLINES

Issue	Advertising & Editorial	Delivery
January	November 15, 2009	Dec 28 - Jan 2
February	December 15, 2009	Feb 1 - Feb 6
March/April	January 15, 2010	Mar 1 - Mar 6
May	March 15, 2010	Apr 26 - May 2
June	April 15, 2010	May 31 - June 5
July/August	May 15, 2010	June 28 - July 3
Sept/Oct/Nov	July 15, 2010	Sept 20 - Sept 25
December	October 15, 2010	Nov 29 - Dec 4

PUBLISHING OFFICE

Paso Fino Horse Association

101 North Collins Street

Plant City, Florida 33563

Tel: (813) 719-7777 . Fax: (813) 719-7872

www.pfha.org

ADVERTISING (Display, Business Card)

Cathy George

Tel: (813) 662-1019 . Cell: (865) 654-5458

cgeorge5@verizon.net

EDITORIAL AND PRODUCTION

Advertising (Region, Classified)

Stephanie Dunkin

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sjd@pfino.com

SUBSCRIPTIONS AND PAYMENT

PFHA Assistant Director of Operations

Ron Evans

Tel: (813) 719-7777

dirops@pfha.org

TERMS

All display and classified advertising must be paid for prior to publishing.

SPECIFICATIONS

File Formats (Image and Ad)

Image and display ad files should be formatted as high resolution (300 dpi) jpg, tiff or pdf formats.

We cannot accept advertising files in Microsoft® Publisher, PowerPoint, Word, Works, WordPerfect or any other word processing type format.

File Formats (Editorial)

Editorial text must be provided in a word processing file with Microsoft® Word the preferred format.

Editorial images must be formatted for high resolution (see Image and Ad, above). Images must be sent separate from the word processing file and not embedded in the document.

We cannot accept faxed, or hard copy (on paper) editorial for publishing, or files in Microsoft® Publisher, Works or PowerPoint.