

Delivered To Hundreds of Horse Shows Across The Country.

**\*FULL PAGE BLEED 9" x 11.38"**

**FULL PAGE**

Live Image Area  
**7" x 9.1"**



**FULL PAGE JUNIOR**

Live Image Area  
**5.5" x 7.6"**

**1/2 PAGE VERTICAL**

Image Area  
**3.4" x 9.1"**

**1/4 PAGE VERTICAL**

Image Area  
**3.4" x 4.45"**

**1/8 PAGE**

Image Area  
**3.4" x 2.1625"**

Photo Classified  
**3.4" x 1.45"**

**1/2 PAGE HORIZONTAL**

Image Area  
**7" x 4.45"**

**1/3 PAGE**

Image Area  
**2.2" x 9.1"**

**1/4 PAGE**  
Horizontal Image Area  
**7" x 2.1625"**

**THE PLAID HORSE MAGAZINE**

AD SIZE	GLOSSY 4-COLOR	COLOR RATE	B/W RATE
<b>FULL Page*</b>	<b>\$850</b>	<b>\$495</b>	<b>\$325</b>
<b>FULL Page JR.</b>	<b>n/a</b>	<b>\$365</b>	<b>\$245</b>
<b>1/2 Page</b>	<b>\$450</b>	<b>\$280</b>	<b>\$195</b>
<b>1/3 Page</b>	<b>n/a</b>	<b>\$200</b>	<b>\$145</b>
<b>1/4 Page</b>	<b>\$250</b>	<b>\$160</b>	<b>\$125</b>
<b>1/8 Page</b>	<b>n/a</b>	<b>\$95</b>	<b>\$75</b>
<b>Photo Classifieds:</b>		<b>\$35</b>	<b>\$25</b>
<b>Text Classifieds:</b>	<i>Boxed &amp; Bold</i>	<b>\$15</b>	<i>Plain Text</i> <b>\$10</b>
<b>Plaid Horse Directory:</b>			
<i>Color 5 Line listing w/ Logo</i>	<b>\$250</b>	<i>B/W 5 Line Listing w/ Logo</i>	<b>\$200</b>

**THE PAISLEY PONY MAGAZINE**

AD SIZE	GLOSSY 4-COLOR	COLOR RATE	B/W RATE
<b>FULL Page*</b>	<b>\$850</b>	<b>\$445</b>	<b>\$290</b>
<b>FULL Page JR.</b>	<b>n/a</b>	<b>\$350</b>	<b>\$230</b>
<b>1/2 Page</b>	<b>\$450</b>	<b>\$240</b>	<b>\$165</b>
<b>1/3 Page</b>	<b>n/a</b>	<b>\$170</b>	<b>\$130</b>
<b>1/4 Page</b>	<b>\$250</b>	<b>\$140</b>	<b>\$105</b>
<b>1/8 Page</b>	<b>n/a</b>	<b>\$85</b>	<b>\$65</b>
<b>Photo Classifieds:</b>		<b>\$35</b>	<b>\$25</b>
<b>Text Classifieds:</b>	<i>Boxed &amp; Bold</i>	<b>\$15</b>	<i>Plain Text</i> <b>\$10</b>
<b>Paisley Pony Directory: (Sixth Month Insertion)</b>			
<i>Color 5 Line listing w/ Logo</i>	<b>\$135</b>	<i>B/W 5 Line Listing w/ Logo</i>	<b>\$105</b>

**WEBSITE PRICING**

<b>Banner Ad on home or about page -</b> <i>Ad size - 600w x 200h pixels</i>	<b>\$30 /month</b>
<b>Online Gallery Showcase - Package:</b>	
Receive up to 3 photos, text and link - (200 word limit)	
3 Month Listing - \$50	<b>(*FREE when you purchase a full page ad)</b>
6 Month Listing - \$80	
1 Year Listing - \$100	<b>\$5 per additional photo</b>

\*Full page ads with bleed must print on glossy paper. Please keep all copy within the 7" x 9.1" perimeter and allow backgrounds to bleed to 9" x 11.38". Final trim size is 8.25" x 10.75".\*\*Ad sizes remain the same for all publications and are subject to change without notice.