

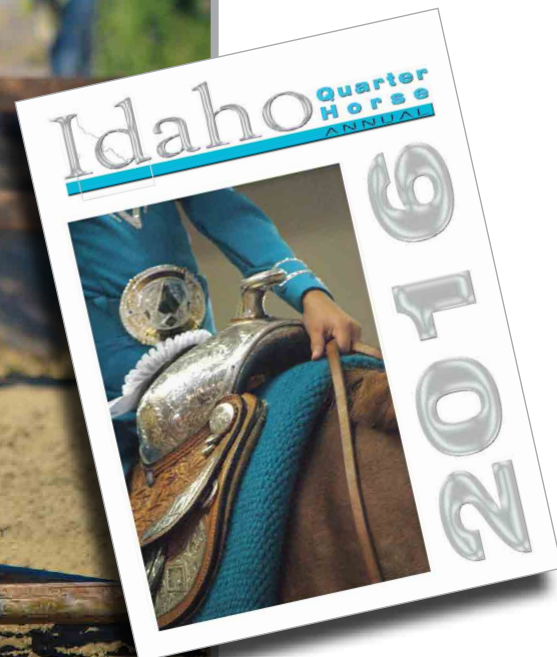
# Idaho Quarter Horse

2016 Media Kit

ANNUAL



Dedicated  
to the lifestyle  
of the Quarter  
Horse enthusiast



BROOKE FLAGTWET

Promoting the American Quarter Horse

# Advertising



## PREMIUM PLACEMENT

Size	Corporate	Member
Back Cover	\$ 1,885	\$ 1,450
Inside Front	\$ 1,625	\$ 1,250
Inside Back	\$ 1,625	\$ 1,250
2-Page Spread	\$ 1,820	\$ 1,200
Full Page	\$ 960	\$ 550
2/3 Page	\$ 772	\$ 440
Half Page	\$ 615	\$ 325
1/4 Page	\$ 390	\$ 220

## MARKET ADVERTISING & BUSINESS CARD ADVERTISING

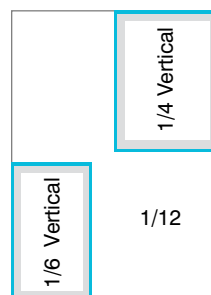
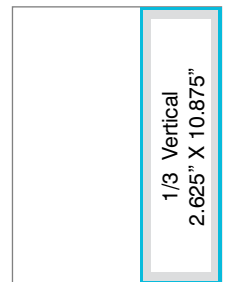
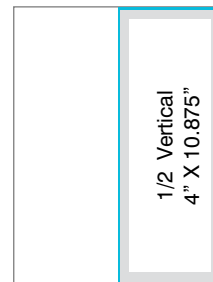
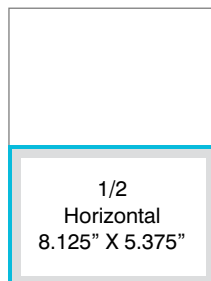
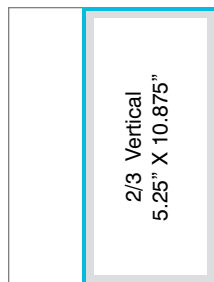
8 per page at \$150 each

**Horseman's Directory:** \$250

\*Free with Full Page Ad



\*Document size includes bleeds



1/4 PAGE  
4" X 5.375"

1/6 PAGE  
2.625" X 5.375"

1/12 MARKET AD  
2.125" X 2.25"

■ WILL BE TRIMMED OFF  
■ NO TEXT OR LOGOS IN THIS AREA  
■ LIVE AREA

## ADVERTISING

**DEADLINE:** October 14, 2015

**FORMAT:** High resolution JPG or PDF is the preferred format. All files must be CMYK with a minimum resolution of 300 dpi.

**LIVE AREA:** All type and logos should remain inside 0.375" from the edges of the document to prevent being trimmed.

**BLEEDS:** All files should be formatted with 0.125" around each edge of the document to allow for placement.





## **CONTACT**

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