

**Advert size - print**

Trim Size: 8.125" x 10.75"  
Bleed size: 8.375" x 11"

Advertising Unit	Width	Depth
Full page (bleed)*	8.375"	11"
Full page (no bleed)	7"	9.7"
2/3 page horizontal	7"	6.3"
vertical	4.6"	9.7"
1/2 page horizontal	7"	4.75"
vertical	3.4"	9.7"
1/3 page horizontal	7"	3.15"
vertical	2.25"	9.7"
1/4 page vertical only	3.4"	4.75"
1/6 page horizontal	3.4"	3.15"
vertical	2.25"	4.75"
1/8 page horizontal	3.4"	2.2"
vertical	1.65"	4.75"
1/16 page horizontal	1.65"	2.275"
vertical	3.4"	1"

\*A safety margin of .25" in from trim edge is recommended on all live matter.

**Advert size - web/e-letter. (IAB standard sizes, px.)**

Half banner (234 x 60)  
Button 1 (120 x 90)  
Button 2 (120 x 60)  
Vertical Banner (120 x 240)  
Medium rectangle (300 x 250)

**Publication Schedule 2011  
(8 issues - every six weeks)**

Issue #	Space booking	Material closing	Published week of
1-11*	Dec 27	Jan 3	Jan 31
2-11*	Feb 14	Feb 21	Mar 14
3-11	Mar 28	Apr 4	Apr 25
4-11	May 9	May 16	June 6
5-11	June 20	June 27	July 18
6-11	Aug 1	Aug 8	Aug 29
7-11	Sept 12	Sept 19	Oct 10
8-11	Oct 24	Oct 31	Nov 21

\*Stallion editions. Please reserve space early to ensure your requests are met.

Bonus distributions at events such as Saskatchewan Horse Federation AGM; Royal Manitoba Winter Fair; Canadian Western Agribition; Manitoba Wheat City Stampede; H3. Also included in prize packages for grass-roots equine associations and events, charities etc. A member benefit of Manitoba Horse Council.

**Advertising Conditions**

**Guaranteed Position:** 15% position premium.

**Agency Commission:** Add 15% to rates.

**Payment Terms:** First time advertisers are required to send payment for the first insertion with advert copy to establish credit. Established advertisers in good standing will be invoiced on publication date and are due within 30 days. Overdue accounts will be charged an additional 2% per month. 5% GST is added to all rates.

**General Conditions:** All orders are accepted subject to the terms and provisions of this rate card. The Publisher reserves the right to decline advertising at any time.

**Cancellation Charge:** Adverts cancelled after deadline incur 50% space charge.

**Responsibility:** All advertising is accepted and published by the Publisher on the representation the advertiser is authorised to publish the entire contents and subject matter thereof. It is understood that the advertiser will retain sole responsibility for any loss, or other liability resulting from any claims or suits that may arise out of publication of such advertisement. Once proof approval is received from the advertiser Horse Country bears no responsibility for incorrect information in the advert.

**Rates:** Advertising orders are accepted subject to the terms and provisions of the current rate card. Orders are accepted subject to change in rates upon notice from the Publisher no less than 60 days prior to the issue date. Rates are for space only and assume advertiser supplies all copy.

**Electronic files:** Submit artwork on CD, by PDF or via ftp as tif or PDF, with supporting hard copy. Photoshop and InDesign supported. PC-based files preferred. PDFs must have all fonts embedded and include linked graphics. Graphics must be converted to CMYK if a colour document, and grayscale if a black and white document. Graphics are required at 300 dpi and 100% of their printed size. Not accepted: low resolution files from web sites; Microsoft Publisher files.

**Design and Production Services:** Adverts booked at frequency rates but requiring substantial change to copy will revert to single insertion price unless camera ready copy is received. \$60 layout charge. Copy received as "camera ready" but which needs conversion to acceptable format will be charged at \$60/hour. Adverts produced by Horse Country are for use in Horse Country only. \$25 to transfer the file to another publication. Changes to file will be charged at \$60/hour.

**Mechanical Specification**

70 lb gloss, offset, sheet-fed. Saddle stitched. Editorial - 2 columns; Classified - 3 columns

**For advertising information contact**

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