

PUBLICATION TRIM SIZE: 6 x 9, PERFECT BOUND LIVE MATTER AREA: 5.25 x 8.25

SPACE	DIMENSIONS		RATES	
	WIDTH X HEIGHT		B/W	4-COLOR
Inside front cover	bleed: 6 x 9.25* *keep live matter .5 from right edge, .375 from top, left, bottom	non-bleed: 5.25 x 8.25	—	\$1075
Page 1	bleed: 6 x 9.25* *keep live matter .5 from left edge, .375 from top, right, bottom	non-bleed: 5.25 x 8.25	\$1275	1275
Inside back cover	bleed: 6 x 9.25* *keep live matter .5 from left edge, .375 from top, left, bottom	non-bleed: 5.25 x 8.25	—	1075
Full page	bleed: 6.25 x 9.25**	non-bleed: 5.25 x 8.25	625	725
Half page horizontal	bleed: 6.125 x 4.375**	non-bleed: 5.25 x 4	400	500
Half page vertical	bleed: 3.125 x 9.25**	non-bleed: 2.375 x 8.25	400	500
Quarter page	non-bleed only: 2.375 x 4		220	320
Business card	3.5 x 2		100	—
Directory listing only			95	—
Non-profit listing †			45	—
Coupon	3.75 x 2		N/C for display advertisers	

**Live matter on bleed ads should be kept at least .375 from trim edges.

† Non-profit organizations: ask about discounted rates for display ads.

REQUIREMENTS FOR DISPLAY ADS

We accept:

- Mac-based Quark + InDesign files.
- Press-ready PDFs with graphics and fonts embedded.
- Tiff, PSD or JPEG formats (minimum 300 dpi)
- CMYK, grayscale or b/w only.
- Email files to mary@hudsonvalleyhorsesource.com or mail ad materials to address below. Include proof with CD.
- **For business card ads**, submit as above, or mail 2 business cards. **Please do not staple, clip, tape or fold cards.**

AD DESIGN + FEES

Contact to discuss:

mary@hudsonvalleyhorsesource.com
or call 914 962.3906

If you have questions about submitting an ad, email mary@hudsonvalleyhorsesource.com
or call 914 962.3906

