

## Washington Thoroughbred Breeders Association - 2008 Version - Publication Advertising Rates

### Cover Rate

Cover Rate - Inside Front -14 Pub - \$1,000 (All Issues and both Directories)

Cover Rate - Cover Back -10 Pub - \$1,100 (January, February, April, May, July, August, October, November, both Directories)

Cover Rate - Inside Back -10 Pub - \$950 (January, February, April, May, July, August, October, November, both Directories)

### Additional Cost of Advertisement

Color Rate - \$175 per page for each additional color.

Specific PMS Colors - \$295 per color or matched, as closely as possible only if four-color process is used in the magazine and available for screening.

Four-Color Process - \$525 per page, plus cost separations (unless provided by the advertisers). Contact the editor regarding the cost of separations.

Special Position - To guarantee preferred position, if available, 15% additional per page.

Mechanical Charges - Special processing production charges (i.e., screens, reverses, etc.)

Black screens/phantom halftones - \$25

Color reproductions (photos, stable colors, etc.) - \$50

Color screen builds - \$35 per screen

Reverse (White Type) out of black - \$25

Reverse (White Type) out of color \$45

Shrink/Spreads - \$30

Halftone scans - \$25 (subsequent use of same halftone scan will be allowed at no charge)

Miscellaneous - computer printouts, photo order charges and any other outside costs (Win Photos, Jockey Club, etc.)

**Currently Assessing and Developing - In House Set-Up Fees and Copy Updating Fees. (Information to Follow or Inquire)**

### 10 - Regular Magazines and 2 - Business and Farm Directory

		full page		2/3 Page		1/2 Page		1/3 Page		1/4 Page		1/6 Page		Business Card	
		Mth	Tot	Mth	Tot	Mth	Tot	Mth	Tot	Mth	Tot	Mth	Tot	Mth	Tot
1 Pub	100%	\$ 450	\$ 450	\$ 372	\$ 372	\$ 286	\$ 286	\$ 192	\$ 192	\$ 150	\$ 150	\$ 100	\$ 100	\$ 50	\$ 50
	Saving	\$ (18)	\$ (54)	\$ (15)	\$ (45)	\$ (11)	\$ (34)	\$ (8)	\$ (23)	\$ (6)	\$ (18)	\$ (4)	\$ (12)	\$ (2)	\$ (6)
3 Pub	96%	\$ 432	\$ 1,296	\$ 357	\$ 1,071	\$ 275	\$ 824	\$ 184	\$ 553	\$ 144	\$ 432	\$ 96	\$ 288	\$ 48	\$ 144
	Saving	\$ (45)	\$ (270)	\$ (37)	\$ (223)	\$ (29)	\$ (172)	\$ (12)	\$ (69)	\$ (9)	\$ (54)	\$ (6)	\$ (36)	\$ (3)	\$ (18)
6 Pub	90%	\$ 405	\$ 2,430	\$ 335	\$ 2,009	\$ 257	\$ 1,544	\$ 173	\$ 1,037	\$ 135	\$ 810	\$ 90	\$ 540	\$ 45	\$ 270
	Saving	\$ (77)	\$ (689)	\$ (63)	\$ (569)	\$ (49)	\$ (437)	\$ (13)	\$ (121)	\$ (11)	\$ (95)	\$ (7)	\$ (63)	\$ (4)	\$ (32)
9 Pub	83%	\$ 374	\$ 3,362	\$ 309	\$ 2,779	\$ 237	\$ 2,137	\$ 159	\$ 1,435	\$ 125	\$ 1,121	\$ 83	\$ 747	\$ 42	\$ 374
	Saving	\$ (113)	\$ (1,350)	\$ (93)	\$ (1,116)	\$ (72)	\$ (858)	\$ (48)	\$ (576)	\$ (38)	\$ (450)	\$ (25)	\$ (300)	\$ (13)	\$ (150)
12 Pub	75%	\$ 338	\$ 4,050	\$ 279	\$ 3,348	\$ 215	\$ 2,574	\$ 144	\$ 1,728	\$ 113	\$ 1,350	\$ 75	\$ 900	\$ 38	\$ 450

See Page 2 - For Special Issues, Catalogues, Business Cards, and Classified, as well as Terms and Conditions

## Washington Thoroughbred Breeders Association - 2008 Version - Publication Advertising Rates

### 2 Special issues (Annual Review and/or Stallion Register)

		full page		2/3 Page		1/2 Page		1/3 Page		1/4 Page		1/6 Page		Business Card	
		Mth	Tot	Mth	Tot	Mth	Tot	Mth	Tot	Mth	Tot	Mth	Tot	Mth	Tot
1 Pub	100%	\$ 563	\$ 563	\$ 465	\$ 465	\$ 358	\$ 358	\$ 240	\$ 240	\$ 188	\$ 188	\$ 125	\$ 125	\$ 63	\$ 63
	Saving	\$ (56)	\$ (169)	\$ (47)	\$ (140)	\$ (36)	\$ (107)	\$ (24)	\$ (72)	\$ (19)	\$ (56)	\$ (13)	\$ (38)	\$ (3)	\$ (9)
2 Pub	95%	\$ 506	\$ 1,013	\$ 419	\$ 837	\$ 322	\$ 644	\$ 216	\$ 432	\$ 169	\$ 338	\$ 113	\$ 225	\$ 59	\$ 119

add \$115 for pedigree in Stallion register

### 2 Catalogues (Summer and/or Winter/Mix)

		full page		2/3 Page		1/2 Page		1/3 Page		1/4 Page		1/8 Page	
		Mth	Tot	Mth	Tot	Mth	Tot	Mth	Tot	Mth	Tot	Mth	Tot
1 Pub	100%	\$ 450	\$ 450	\$ -	\$ -	\$ 286	\$ 286	\$ 192	\$ 192	\$ 150	\$ 150	\$ 80	\$ 80
	Saving	\$ (45)	\$ (135)	\$ -	\$ -	\$ (29)	\$ (86)	\$ (19)	\$ (58)	\$ (15)	\$ (45)	\$ (8)	\$ (24)
2 Pub	95%	\$ 405	\$ 810	\$ -	\$ -	\$ 257	\$ 515	\$ 173	\$ 346	\$ 135	\$ 270	\$ 72	\$ 144

#### Business Card

Is reprinted in black and white.

Limited to Washington Thoroughbred Breeders Association Members at the discretion of the Executive Director.

No Stallions.

#### Classified Advertising Rates

\$20 minimum charge, up to 20 words.

\$1 per word, above and beyond the minimum.

\$3 to Box the Classified.

The ad will appear during the designated month of insertion in one of the 10 Regular or 2 Special Issues of our Publication.

The same ad will also appear in the classified ad section of the WTBA Web site, ad will appear until the end of their magazine insertion month.

**All Classified ads must be prepaid.**

#### Terms

Additional 5% on all rates for Non-Members

Net due 15 days after billing date.

If paid within 10 days of billing date, a 5% discount applies (No discount for Classified Advertising or Business Card).

Interest charges of 18% will be applied to any unpaid balance after 60 days.

Accounts that remain delinquent for 90 days will incur and must pay an additional 5% late fee with interest continuing until the balance is paid in full.