

*“For a really wonderful source for everything equestrian,
check out Hudson Valley HorseSource.”*

MARTHA STEWART

If your business or service supports the lifestyle of Hudson Valley Horsepeople, HVHS is your venue... Reach thousands with your ad!

In this challenging economic climate it is especially important to let folks know you are open for business.

Since 2004, equestrians in the Hudson Valley have been relying upon this essential annual resource publication. Both new clients and existing customers look for you in Hudson Valley HorseSource, in print and on the web.

Print Advertising...

Your ad works for you all year long:

- ✓ Over 4,000 complimentary copies are distributed throughout the year. Where? HITS Saugerties shows, Cornell Cooperative Extensions, Rockefeller State Park, BRLA hunter paces, Old Salem Farm shows, club-sponsored rides, paces and special events, stables and barns, tack shops, feed and supply businesses, real estate offices and brokers, art galleries, restaurants, Watershed Agricultural Council farm visits and outreach programs, veterinarians, farmers markets, trainers, trailer and equipment dealers, barn and facility contractors, and more.
- ✓ Easy-access reference directories, eye-catching advertising, interesting articles, pertinent information and coupons encourage people to use HVHS time and time again. Readers rave about the guide's convenient size and attractive format.

As a display advertiser, you also get:

- ✓ Free business description and contact info in both category and alpha directories, with a reference line in the advertisers index.
- ✓ Free coupon section. In addition to your ad, you can feature special promotions and offers at no extra charge.
- ✓ Free web listings in our online directories, with links to your email and website... HVHS.net gets over 20,000 hits per month.

To reserve space, refer to Print Ad Rates + Specs, then complete and mail the Print Ad Contract with payment (check or charge — we accept Visa, MC, and Amex). All ads must be prepaid.

Phone reservations – call 914.962.4660.

Web Advertising...

HVHS.net gets thousands of hits per month — a dynamic way to reach an enthusiastic, targeted audience.

We offer—

- ✓ vertical banners in our directory sections.
- ✓ ad packages for real estate sales.
- ✓ custom ad solutions designed for advertisers' specific needs. Contact us to discuss.

All web ads are linked to your site, and all advertisers are included in HVHS online directories with email and web links.

To reserve online space, mail the completed Web Ad Reservation with payment (check or charge—we accept Visa, MC, and Amex). Call 914.962.3906.

Email your ad to us: mary@HudsonValleyHorseSource.com (enter “HVHS web ad ” in subject line) Phone reservations – 914 962.3906

Ad Production Assistance

If you need help designing and producing an ad for either print or web, please call 914.962.3906 or email — mary@HudsonValleyHorseSource.com (enter “HVHS ad help” in subject line).

2012 PRINT ADVERTISING RATES+SPECS

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



SPACE	DIMENSIONS WIDTH X HEIGHT	RATES	
		B/W	4-COLOR
Cover 4	bleed: 6 x 9.25 non-bleed: 5.25 x 8.25 keep live matter .5 from right edge, .375 from top, left, bottom		\$1525
Inside front cover	bleed: 6 x 9.25 non-bleed: 5.25 x 8.25 keep live matter .5 from right edge, .375 from top, left, bottom	—	1095
Page 1	bleed: 6 x 9.25 non-bleed: 5.25 x 8.25 keep live matter .5 from left edge, .375 from top, right, bottom	\$1285	1285
Inside back cover	bleed: 6 x 9.25 non-bleed: 5.25 x 8.25 keep live matter .5 from left edge, .375 from top, left, bottom	—	1095
Full page	bleed: 6.25 x 9.25** non-bleed: 5.25 x 8.25	650	750
Half page horizontal	bleed: 6.125 x 4.375** non-bleed: 5.25 x 4	425	525
Half page vertical	bleed: 3.125 x 9.25** non-bleed: 2.375 x 8.25	425	525
Quarter page	non-bleed only: 2.375 x 4	230	330
Business card	3.5 x 2	115	—
Directory listing only		100	—
Non-profit listing †		45	—
Coupon	3.75 x 2	N/C for display advertisers	

* Cover positions and business cards not included. Discounts apply to prepaid ads only.

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

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

ACCEPTABLE FILE FORMATS

- Mac-based Quark + InDesign files.
- Press-ready PDFs **with graphics and fonts embedded.**
- Tiff, PSD or JPEG formats
- Images minimum 300 dpi
- CMYK, grayscale or b/w only. No RGB.
- Email files to mary@hudsonvalleyhorsesource.com or mail ad materials to address below. Include proof with CD.
- **For business cards**, submit as above, or mail 2 printed cards. **Please do not staple, clip, tape or fold cards.**

AD GUIDELINES

Creative services provided by HVHS will be billed to advertiser.

Requests for preferred position will be considered based on space availability.

10% additional charge for spreads.

We reserve the right to reject material considered inappropriate.

If you have questions about submitting an ad, email mary@hudsonvalleyhorsesource.com or call 914.962.3906

Hudson Valley HorseSource / HVHS.net ■ 15 North Lane ■ Katonah, New York 10536

P 914.962.4660 F 914.962.4716 Mary@HudsonValleyHorseSource.com / Leda@HudsonValleyHorseSource.com

**Take 10% off if you
reserve before Jan. 1st!***

2012 PRINT ADVERTISING CONTRACT

Refer to Print Advertising Rates + Specs form for ad dimensions and specifications.

* Cover positions and business cards not included. Discounts apply to prepaid ads only.



SELECT YOUR SPACE:

	B/W	4-COLOR
<input type="radio"/> Outside back cover	—	\$1525
<input type="radio"/> Inside front cover	—	1095
<input type="radio"/> Inside back cover	—	1095
<input type="radio"/> Page 1	—	1285
<input type="radio"/> Full page	650	750
<input type="radio"/> Half page horizontal	425	525
<input type="radio"/> Half page vertical	425	525
<input type="radio"/> Quarter page	230	330
<input type="radio"/> Business card	115	—
<input type="radio"/> Directory listing only	100	—
<input type="radio"/> Non-profit listing*	45	—
<input type="radio"/> Additional category listings @ \$25 each		

* Non-profits: ask about discounted rates for display ads.

ENTER YOUR DIRECTORY LISTING:

- NEW ADVERTISER DIRECTORY INFORMATION.
- REPRINT LAST YEAR'S INFO WITH NO CHANGES.
- UPDATE LAST YEAR'S INFO WITH CHANGES NOTED BELOW.

YOUR CATEGORY** (Additional categories @ \$25. each)

BUSINESS NAME

(OPTIONAL) CONTACT PERSON

ADDRESS

PHONE

FAX

EMAIL

WEBSITE

DESCRIPTION TO APPEAR WITH LISTING — MAXIMUM 20 WORDS.

PAYMENT

Ad space _____

Directory listing only _____

Additional categories @ 25. each _____

Total enclosed \$ _____

CHECK ENCLOSED

CHARGE MY VISA MASTERCARD AMEX

ACCOUNT NO. _____

EXP. DATE _____ SIGNATURE _____

NAME AS IT APPEARS ON CARD _____

**ALL ADS MUST BE PAID IN FULL BEFORE PUBLICA-
TION.** Finance charge on any unpaid balance over 30
days is 1.5% per month / 18% APR.

I agree to terms and conditions.

NAME (PLEASE PRINT) _____ DATE _____

SIGNATURE _____

PHONE _____

EMAIL _____

** All display ads include a directory listing in one category. Choose from category list shown on directory page @ www.HVHS.net/rd_category.htm. If your business or service category is not currently included, please state that it is a new category.

YOUR COUPON OFFER (NO CHARGE FOR DISPLAY ADVERTISERS) —

AD MATERIAL SUBMISSION

- Reprint last year's ad Email file
- Ad materials enclosed with contract

SEND COMPLETED FORM AND PAYMENT TO:
Hudson Valley HorseSource
15 North Lane • Katonah, NY 10536

WEB ADVERTISING CONTRACT

RATES • SPECS • SPACE RESERVATION

Advertisers are included in HVHS online directories with email and website links.

All ads are linked to advertisers' sites.

INDICATE SPACE YOU WOULD LIKE TO RESERVE:

- Square banner:** 160 x 160 pixels
 - \$285 / 6 months \$495 / 1 year
- Vertical banner:** 160 x 300 pixels
 - \$475 / 6 months \$825 / 1 year
- Super banner:** 160 x 600 pixels
 - \$850 / 6 months \$1500 / 1 year
- Real estate combo:**
classified ad with thumbnail photo linked to PDF sell sheet.
 - \$450 / 3 months

ALL ADS MUST BE PAID IN FULL BEFORE POSTING. Finance charge on any unpaid balance over 30 days is 1.5% per month / 18% APR.

I agree to terms and conditions.

NAME (PLEASE PRINT) _____ DATE _____

SIGNATURE _____

PHONE _____

EMAIL _____

PAYMENT

Ad space _____

Additional categories _____

1x set-up fee (new ads only) _____ **\$50.00**

Total enclosed \$ _____

CHECK ENCLOSED

CHARGE MY VISA MASTERCARD AMEX

ACCOUNT NO. _____

EXP. DATE _____ SIGNATURE _____

NAME AS IT APPEARS ON CARD _____

YOUR DIRECTORY LISTING —

YOUR CATEGORY* (Additional categories @ \$25. each)

BUSINESS NAME TO APPEAR IN LISTING

(OPTIONAL) CONTACT PERSON TO APPEAR IN LISTING

ADDRESS

PHONE _____ FAX _____

EMAIL _____

WEBSITE _____

(OPTIONAL) DESCRIPTION TO APPEAR WITH LISTING — **MAXIMUM 20 WORDS.**

* Choose from category list shown on directory page @ www.HVHS.net/rd_category.htm. If your business or service category is not currently included, please state that it is a new category.

We accept jpegs for web advertising.

Email ad to mary@HudsonValleyHorseSource.com

If you need assistance, please call 914.962.3906

SEND COMPLETED FORM AND PAYMENT TO:

**Hudson Valley HorseSource
15 North Lane • Katonah, NY 10536**



○ MK ○ AB