

— For 28 Years —
THE *New Mexico's Horse Magazine*
HORSEMEN'S VOICE

The Horsemen's Voice is Published 4 times a year: March, June, September, and December.

The mission of The Horsemen's Voice is to promote the well-being of New Mexico's horses* and horse community and to promote the art of horsemanship, regardless of discipline or level of participation. The magazine is a forum where New Mexico's horsemen and women can find out what's going on in the horse community and voice their own opinions and concerns.

* The term "horses" includes all domestic equine species, including donkeys, mules, hinnies, and zebra hybrids.

2010 Display Advertising Rates

(Last price changes were 12/11/04 with options for full color added 7/3/06)

Placement	Size*		Number of Insertions (Number of times ad appears in magazine)		
	Horizontal	Verticle	1	2-3 (each)	4 (each)
Back Cover	7.5"	9"*	Color: \$700	Color: \$685	Color: \$665
Inside Front Cover (full page)	7.5"	10"***	B&W: \$340 Color: \$660	B&W: \$325 Color: \$650	B&W: \$310 Color: \$630
Full Page	7.5"	10"***	B&W: \$310 Color: \$620	B&W: \$300 Color: \$610	B&W: \$280 Color: \$590
2/3 Page	4.875"	10"	B&W: \$215 Color: \$435	B&W: \$205 Color: \$410	B&W: \$190 Color: \$395
1/2 Page	(Horizontal or Vertical) 7.5" 4.875"	4.875" 7.5"	B&W: \$165 Color: \$335	B&W: \$155 Color: \$320	B&W: \$145 Color: \$300
1/3 Page	4.875" 2.375"	4.875" 10.00"	B&W: \$120 Color: \$240	B&W: \$115 Color: \$230	B&W: \$110 Color: \$210
1/4 page	(Horizontal or Vertical) 4.875" 3.625"	3.625" 4.875"	B&W: \$100 Color: \$170	B&W: \$90 Color: \$165	B&W: \$85 Color: \$160
1/6 page	(Horizontal or Vertical) 4.875" 2.375"	2.375" 4.875"	B&W: \$70	B&W: \$65	B&W: \$55
1/12-page	2.375"	2.375"	B&W: \$40	B&W: \$35	B&W: \$30
Business Card	3.75"	1.9375"	B&W: \$50	B&W: \$50	B&W: \$40

- All prices above are subject to a 5.9375% sales tax (New Mexico advertisers only).
- *The Horsemen's Voice* is published 4 times a year — March, June, September, and December
- Insertion rate is for camera-ready art. We are happy to prepare your ad for you. Production charges are listed on page 2.
- *The Horsemen's Voice* reserves the right to refuse any ads submitted as camera-ready that do not meet minimum quality standards.

* Bleed on back cover requires a 8.5" x 9.5" ad, plus a .125" overlap at top and sides.

** Bleed on full pages requires a 8.5" x 11" ad, plus a .125" overlap on each of four sides.0

Deadlines for quarterly issues. Contact us if this schedule will limit your opportunity to advertise. We will accommodate your needs if possible. [(505) 873-0150 or Catherine@HorsemensVoice.com]

TARGET DATES	March Issue	June Issue	Sept. Issue	Dec. Issue
Reserve Space	Jan. 22	April 22	July 22	Oct. 22
Material for In-House Production	Jan. 26	April 26	July 26	Oct. 26
Camera-Ready Art	Jan. 30	April 30	July 30	Oct. 30

Camera Ready Art – Finished ads on disk or by e-mail

Electronic camera-ready files are preferred. Supply your ad in one of the following formats: TIF, JPG, or PDF. Ads (including the original photos or graphics) should be at 300 dpi at the finished size and with embedded fonts. CDs accepted — or send by e-mail. Include a printed copy so we can verify how the ad is intended to look.

In House Production Charges — Complementary to advertisers who run ads each quarter of the year.

Display Advertising Production — \$35.00/hour, minimum charge \$25. Photo, illustration, and logo scans at \$10.00/each. (Most ad layouts run from \$25.00 to \$75.00.)

Please provide:

- fax number or e-mail address where your ad proof can be sent
- Do not send photocopies or computer-printed versions of photos. Send originals — or in digital format. Originals will be returned.
- Advertiser is responsible for final proofreading. Ad material submitted for production after the deadline in the chart above may be subject to a 25% rush charge.

Payment Terms

All charges are subject to a 5.9375% sales tax (New Mexico advertisers only).

For new advertisers, full payment for one month’s placement must be paid in advance. Any additional production charges will be billed separately.

Business Card ads are published in the Business Card Directory and can be paid for the full year in advance or invoiced either quarterly.

The Horsemen’s Voice reserves the right to withhold from publication any advertising not pre-paid. No agency discounts.

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