

# REINED COW HORSE NEWS

## PUBLICATION RATES & SPECIFICATIONS

*Reined Cow Horse News* is the official publication of the National Reined Cow Horse Association. Dedicated to the stock horse enthusiast, *Reined Cow Horse News* covers the latest NRCHA show information and results plus provides articles on past and present competitors, as well as articles on how to improve performance. With a direct mailing to the entire membership of the NRCHA, ads in *Reined Cow Horse News* reach people with a specific interest in the cow horse market. An advertising contract and insertion order must accompany your ads. *Reined Cow Horse News* will provide you with an advertising contract and an insertion order to be mailed or faxed. This will assure your rate.

Issue	Deadline
January/February	December 1
March/April	February 1
May/June	April 1
August/September	July 1
Snaffle Bit Futurity Show Program	August 15
November/December	October 1

### Specifications

If sending original artwork or logos, please send a high quality print for best reproduction. When sending photos, send a high resolution JPG or TIF file at 300 dpi.

### Digital Specifications

High-resolution PDF, PSD, EPS, or TIF files are acceptable for ad submission. All full page ads must have a .125 inch bleed on all four sides. Proofs are not required, however if you prefer to send a proof, please send with bleed and crop marks. DO NOT put crop or registration marks on final file. (**Note:** We will not assume responsibility for files when we do not receive a proof.)

Acceptable professional grade software includes Adobe Creative Suite CS3 or earlier. (Illustrator; Photoshop, InDesign); PDF format with fonts embedded. All images must be 300 dpi.

**Note:** Corel Draw, Freehand, Microsoft Publisher, Print Shop, Ready, Set, Go, Powerpoint and Excel Files are unacceptable. If you have constructed files in these formats, please convert them to an acceptable file before sending.

Acceptable media are CD or electronically transmitted files. You may upload the files to an FTP site by asking ad representative for log-in information.

**Note:** If you choose to upload or e-mail the files, you should still provide a printed proof to insure that the files are correct. We do not assume responsibility for files when we do not receive a proof.

All colors used in the document must be defined as CMYK process colors. RGB colors are unacceptable. Photoshop files and color scans must be in CMYK format. Any other color gamut is unacceptable. Do not use the DCS format. All images must be composite CMYK high resolution at 300 dpi. (**Note:** If you require a proof of your ad, all ad copy must be received at least ten full days prior to deadline dates.)

**Camera Ready Discount:** A 15% Camera Ready discount will be offered for completely produced camera-ready ads provided with a proof copy that are received on or before the advertising deadline.

\*\* If we have to make any changes to your ad, you will not receive a camera-ready discount.\*\*

**Affiliate Discount:** A 20% discount will be offered to NRCHA Affiliates who wish to advertise in the *Reined Cow Horse News*. Ad materials must be received on or before the advertising deadline.

**Note:** If you are receiving multiple discounts, the second discount will be taken off the first discounted price; the discounts will not be combined and taken off at one time.

### Advertising/Sales Information:

Breeder accounts contact **Karen Barnhart** at 620-951-4026 or email

karen.barnhart@cowboypublishing.com

Commercial accounts contact **Mary Jane Carpenter** at 601-955-8489 or email

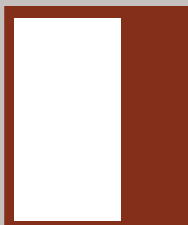
maryjane.carpenter@cowboypublishing.com

Customer Service Manager contact **Diana Buettner** at 817-569-7114 or email

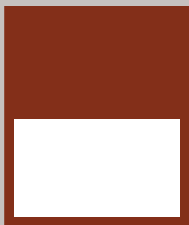
diana.buettner@cowboypublishing.com

#### Full Page

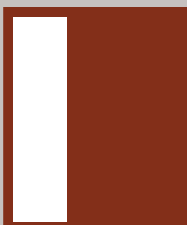
Bleed  
9.125" x 10.875"  
Trim  
8.875" x 10.625"  
Live area  
8.375" x 9.875"



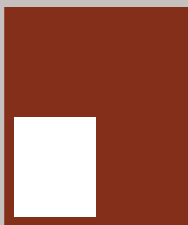
**2/3 Page Vert.**  
5.188" x 9.625"



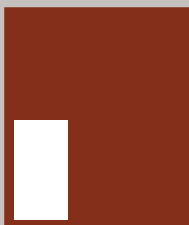
**1/2 Page Horiz.**  
7.875" x 4.688"



**1/3 Page Vert.**  
2.5" x 9.625"



**1/4 Page**  
3.875" x 4.688"



**1/6 Page**  
2.5" x 4.688"

**Full Page Color** - \$750

Black & White - \$525

**2/3 Page Color** - \$500

2/3 Black & White - \$350

**1/2 Horizontal Color** - \$450

1/2 Horizontal Black & White - \$315

**1/3 Vertical** - \$325

1/3 Vertical Black & White - \$230

**1/4 Page Color** - \$245

1/4 Page Black & White - \$180

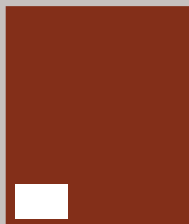
**1/6 Vertical Color** - \$150

1/6 Vertical Black & White - \$100

**Directory Ads** (Black & White only)

\$70 per issue

No discount for camera ready



**Directory ad**  
2.5" x 1.3681"

Preferred position, when available, on a first come, first serve basis.