



Advertising Rates

◆ BASE PAGE RATE

	1 Issue Black & White	1 Issue Color	Contract - 5 Issues Black & White	Contract - 5 Issues Color
1/4 Page	\$55	~	\$230	~
1/2 Page	\$75	~	\$320	~
1 Page	\$95	\$113	\$410	\$500
Premium	~	~	~	\$540
Front Cover	~	\$163	<i>(Sold Out For 2010)</i>	
Back Cover	~	\$123	<i>(Sold Out For 2010)</i>	

The above rates are for a basic ad. There is an extra charge for the following included with an ad:

◆ EXTRA CHARGES

Solid Black or Gray Background \$20

◆ DISCOUNT

A discount of \$5 will be given for print ready ads.
Print ready size **MUST BE 7" WIDE x 10" HIGH.**

◆ PREMIUM PAGES

Premium Pages Are:

Inside Left & Inside Right Front Cover
Inside Left & Inside Right Back Cover
Back Cover

◆ OTHER CONTRACT RATES PER YEAR

Business Card \$35 Print Ready
Trainers Directory \$105 (1/4 Page)
 \$210 (1/2 Page)
Breeders Directory \$40 (2" x 3" Space)
Classified Ads \$0.50 Per Word

◆ DEADLINES AND THEME

All ads are due on the 10th of the month preceding the issue you wish to place your ad in.

- ~ **March**—Mares
- ~ **June**—Breeding & Foals
- ~ **August**—Sport Horses & Geldings
- ~ **October**—Youth & North Star Americana
- ~ **December**—Stallions

A THEME DISCOUNT PRICE OF \$90 FOR SINGLE-ISSUE FULL PAGE ADS IS OFFERED FOR ADS THAT FOLLOW EACH ISSUE'S THEME.

Only one discount (i.e. theme discount or print ready discount) is allowed per ad.

◆ CORRECTION POLICY

Please notify the editors in writing of any errors within 30 days after the date of publication of the ad.

Corrections will be printed in the Correction Box located as close to the front as possible in the next issue.

◆ ADDRESS CHANGES

If you are moving, please include the NCMA on your list of address change notifications. By doing this, you ensure that you don't miss any issues of the newsletter.

◆ LIABILITY

The NCMA does not accept liability for any damages which may result from error or omission in an ad. The advertiser and not NCMA is responsible for truthful content in an ad.

All ads must be sent to the editors:

Terry & Keri Sanborn
18231 Warbler Lane—Eden Prairie, MN 55346
Phone/Fax: 952-934-5621
E-mail: TSHorse@gmail.com, ksanborn@gmail.com

As with all newsletter submissions, ads that are saved in Microsoft Word, Microsoft Publisher, or an Adobe Acrobat (.pdf) file are preferred.