

The Aiken Horse



Advertising Rates

Local Discounted Rates, Volume 7

Rate Card #9, effective July 2011

Black & White	One time	3x to 5x	6x
Full Page	\$420.00	\$405.00	\$385.00
Half Page	\$295.00	\$285.00	\$270.00
Quarter Page	\$178.00	\$168.00	\$160.00
Eighth Page	\$98.00	\$91.00	\$88.00
Business Card	\$60.00		\$240/year
Directory Listing	\$25.00		\$90/year
Photo Classified, Horse	\$35.00		
Photo Classified, Real Estate	\$45.00		
Classifieds	\$20 +		
Color			
Full Page	\$585.00	\$565.00	\$540.00
Half Page	\$400.00	\$392.00	\$378.00
Quarter Page	\$230.00	\$220.00	\$210.00
Special Positions			
Front Cover	\$2,000.00		
Center Spread	\$2,000.00	\$1,900.00	\$1,800.00
Back Cover, Sect 1	\$695.00	\$670.00	\$648.00
Back Cover, Sect 2 & 3	\$675.00	\$640.00	\$622.00
Inside Covers, Sect 1	\$640.00	\$625.00	\$600.00
Inside Covers, Sect 2 & 3	\$625.00	\$615.00	\$595.00

Terms

Payment must be made IN ADVANCE for all one-time display, directory and classified ads. We offer guaranteed placement (right hand page, opposite editorial, etc.) for 10% extra.

The multiple insertion rate is available only to those who have a signed ad contract on file. The multiple insertion rate is available only to advertisers with accounts in good standing. ALL PAST DUE ACCOUNTS WILL REVERT TO THE ONE-TIME RATE. There are no exceptions. Advertisers under contract must pay in advance for their first ad. They will be billed at deadline for all future ads.

Advertisers with accounts in good standing and those for whom we have a credit card number on file may pay for their ads within 7 days of publication. All others must pay at the time they submit their ad. Under no circumstances shall we include any ads for which the previous issue's bill has not been paid. There are no exceptions. Contracts must be completed within 12 months. Although we will make every effort, we cannot guarantee inclusion of ads or changes to ads that arrive in our office after deadline. Please plan accordingly.

Practical & Technical Specifications

Size	Width	Height
Full Page	9.5 inches	13 inches
1/2 Page horizontal	9.5"	6.375"
1/2 Page vertical	4.625"	13"
1/4 Page horizontal	9.5"	3.125"
1/4 Page vertical	4.625"	6.375"
1/8 Page horizontal	4.625"	3.125"
Business Card	4.25"	2.25"

PREFERRED FORMATS

We prefer advertisements in electronic format, either submitted on disk or delivered via e-mail. (Editor@TheAikenHorse.com) Electronic formats that we accept include Adobe InDesign, Adobe Illustrator, Adobe Photoshop, TIF, JPG, and PDF. Please be sure that all files are a minimum of 300 dpi at the size they will print and that all fonts are embedded. Please be sure that you submit your color ads in CMYK mode. For formats not on this list or if you need help laying out your ad, please call us. (803-643-9960)

DESIGN CONSIDERATIONS

The Aiken Horse is a tabloid newspaper with a page size of 11" X 15." It is printed on newsprint using stochastic screening. We do not recommend using four color type in any ads and recommend caution when using knock-out type. There are no full bleeds. If you have any design or technical questions, please call our art director at 803-643-9960.

PAYMENT

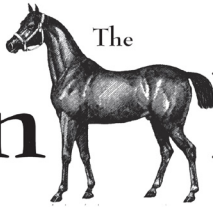
Payment must be made in advance for all one-time display, directory and classified ads. The multiple insertion rate is available only to advertisers in good standing who have a signed ad contract on file in our office. Advertisers under contract must pay in advance for their first ad and will be billed for future ads. Advertisers with accounts in good standing and those for whom we have a credit card number on file may pay within 7 days of publication. All others must pay before inclusion in the issue. All multi-insertion contracts must be completed within 12 months. Please make out checks to The Aiken Horse and mail them to The Aiken Horse, P.O. Box 332, Montmorenci, SC 29839. We accept Visa or Mastercard. Call us for credit card payments (803-643-9960) or pay your bill online: www.theAikenHorse.com.

PUBLICATION SCHEDULE, VOLUME 7

Issue Date	Deadline for ad copy	Publication Date
September 2011	August 12, 2011	September 2, 2011
October/November 2011	September 9, 2011	October 7, 2011
December/January 2012	November 11, 2011	December 2, 2011
February/March 2012	January 13, 2012	February 2, 2012
April/May 2012	March 9, 2012	March 30, 2012
Summer 2012	May 18, 2012	June 8, 2012

**Please give your ad a distinctive name. DO NOT call it "Aiken Horse Ad."
Please put the name of YOUR COMPANY on the file.**

The Aiken Horse



Advertising Contract

Advertiser: _____

Length of Contract:

Contact: _____

1 issue 3-5 issues 6 issues

Address: _____

Rate _____

Ad Rep _____

Phone _____

Date _____

E-mail _____

Issue Dates

- _____
- _____
- _____
- _____
- _____
- _____

Please let us know as soon as possible if you would like to run different ads to fulfill a multiple insertion contract. Please be sure to submit any new copy or any changes to an existing ad by the deadline of the issue in which your ad will run. **WE CANNOT GUARANTEE INCLUSION OF CHANGES THAT ARRIVE IN OUR OFFICE AFTER DEADLINE.**

Size of Advertisement

- Color
- Black & White
- Full Page
- 1/2 Page
- 1/4 Page
- 1/8 Page
- Business Card
- Back Cover, Section One
- Back Cover, Section Two
- Back Cover, Section Three
- Inside Cover, Sect. One
- Inside Cover, Sect. Two
- Inside Cover, Sect. Three
- Other Special Position

PAYMENT

Payment is due in advance for all one-time advertisements. Those on a multiple insertion contract must pay for the first ad in advance & will be billed for future ads. Payment is due at deadline, or 7 days from the issue date for those with a credit card number on file. **PAST DUE ACCOUNTS WILL REVERT TO THE ONE-TIME RATE!** Guaranteed placement is 10% extra. Please make out checks to The Aiken Horse, P.O. Box 332, Montmorenci, SC 29839. For credit cards call 803-643-9960, Or pay on our website: www.TheAikenHorse.com.

I agree to place my advertisement in The Aiken Horse for the number of times specified above and to pay for my advertisement at the agreed-upon rate of _____ per issue. I understand that payment is due in full for all one-time and first-time ads, and that I will be billed for future ads when they run. I understand that I must complete this ad contract within 12 months and that I will pay a short rate billing penalty if I terminate this agreement prior to the fulfillment of the contract. The short rate billing penalty will be \$25, plus the difference between the agreed frequency discount rate and the actual number of times the ad ran. I understand that my ad will revert to the one-time rate if I do not pay my bill within 10 days of the publication of the paper.

I represent that my advertisement is factually correct and that I have full rights to use the material provided to The Aiken Horse. I further agree to hold the Publisher harmless for any misrepresentation, misunderstanding or harm arising from my ad.

Signed _____

Date _____

The Aiken Horse P.O. Box 332, Montmorenci, SC 29839
www.TheAikenHorse.com • Editor@TheAikenHorse.com

Voice: 803.643.9960 Fax: 803.643.4022

The Aiken Horse Distribution 2011-2012

The Aiken Horse is a free bimonthly newspaper distributed at tack stores, feed stores and businesses throughout the Aiken-Augusta area. The paper is also available at all major regional equestrian events. It is delivered to local hotels every Thursday, many of which put it in all their rooms. The Greater Aiken Chamber of Commerce gives the paper to visitors interested in the horse world. Numerous local realtors include the paper in their mailings to prospective customers. A few large businesses with offices in the area use *The Aiken Horse* as part of the information packet that they send to employees who are relocating to the area.

In addition, *The Aiken Horse* is included in the State of South Carolina's tourism program. This means that the paper is available at nine roadside South Carolina Welcome Centers.

Because Aiken has attracted so much interest in the horse world, the paper is in demand across the country. Issues are distributed in tack and feed stores in the equestrian areas of many additional states. We also have subscribers around the country. Some states where we distribute the paper include:

Alabama	Maine	North Carolina
California	Maryland	Ohio
Colorado	Massachusetts	Pennsylvania
Connecticut	Michigan	Rhode Island
Delaware	Minnesota	South Carolina
District of Columbia	Missouri	Tennessee
Florida	Montana	Texas
Georgia	Nevada	Vermont
Idaho	New Hampshire	Virginia
Illinois	New Jersey	Washington
Iowa	New Mexico	West Virginia
Kentucky	New York	Wisconsin

WEBSITE

The Aiken Horse maintains a website, www.TheAikenHorse.com. Each issue is completely digitized and posted on our site. We have a growing worldwide audience with thousands of visitors from over three dozen countries. People who visit are reading: the average visitor zooms in on over 45 pages. Live links to advertisers' websites are available. *The Aiken Horse* website and blog have thousands of regular readers, and are at the top of Google's listings when internet users search for equestrian-related activities in the area.

DEMOGRAPHICS

The Aiken Horse targets a diverse market. The paper covers all breeds and disciplines, with an emphasis on the sports that are prominent in Aiken. These include eventing, dressage, foxhunting, show hunting and jumping, polo and driving. We also have regular articles on many western disciplines, especially cutting and barrel racing, which are popular in the area.

Horses in Aiken are a large and growing business and *The Aiken Horse* is an important part of that growth. A recent study conducted by the University of South Carolina found that the equestrian industry in Aiken contributes almost \$72 million to the economy each year. Our readership includes equestrians as well as people in Aiken's active community of retirees, many of whom enjoy attending equestrian events. *The Aiken Horse* is the indispensable guide to the region's horse world.

We are currently printing and distributing 10,000 copies of each issue. Readership is estimated at over 30,000 per issue.