

Reach over 10,000 draft horse enthusiasts

in the United States, Canada and numerous foreign countries when you advertise in *The Draft Horse Journal*. It is the magazine that people in this industry refer to when they want to locate events or sell supplies, equipment or services.



We offer 3 options of advertising:

1 DISPLAY ADS

Appear in *The Draft Horse Journal* printed publication

- All ad sizes available in color or black & white
- Free ad design
- Low resolution proof for approval
- See inside this brochure for sizes and rates

2 PRINT CLASSIFIED ADS

Appear in *The Draft Horse Journal* printed publication

- \$1 per word or minimum charge of \$20.
- Includes 3 months free on the DHJ web site.
- No blind ads. Include name, city and state. E-mail address only does not suffice.
- Must submit a hard or digital copy of your classified ad, we do not provide a proof of classifieds.
- Payment due prior to publication.

AD COPY DEADLINES FOR DISPLAY & PRINT CLASSIFIED ADS

ISSUE	AD COPY DUE	MAILING DATE
Spring	January 20	March 1
Summer	April 20	June 1
Autumn	July 20	September 1
Winter	October 20	December 1

Advertising copy received after the above deadlines will not be included in the magazine.

3 ONLINE CLASSIFIED ADS

Post an ad yourself on *The Draft Horse Journal* web site at anytime.

- Totally automated!
- \$10 for a 3-month listing or \$25/ad if DHJ posts the ad for the advertiser.
- No limit on word count.
- Includes 1 photo.
- Edit ad at anytime.
- Ad stays posted for 3 months.



www.draffhorsejournal.com

Disclaimer: *The Draft Horse Journal* reserves the right to reject, edit or cancel any advertising for any reason at any time. Ads unrelated to the heavy horse and mule industry will not be accepted at any time under any circumstances. Advertising agencies and advertisers will indemnify and save the publisher harmless from any losses or expenses arising out of publication of such ads, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement, misrepresentation of animals or products, or failure to deliver merchandise.

AD SIZES

SIZE	INCHES/FRACTIONS	INCHES/DECIMALS
full page	Trim Size: 8"w x 10-3/4"h with bleeds: 8-1/4"w x 11"h Live Area: 7-5/16"w x 9-1/2"d	Trim Size: 8"w x 10.75"h with bleeds: 8.25"w x 11"h Live Area: 7.33"w x 9.5"h
2/3 horizontal	7-5/16"w x 6-5/16"h	7.33"w x 6.33"h
2/3 vertical	4-13/16"w x 9-1/2"h	4.83"w x 9.5"h
1/2 horizontal	7-5/16"w x 4-5/8"h	7.33"w x 4.67"h
1/2 vertical	4-13/16"w x 7-5/16"h	4.83"w x 7.33"h
1/3 horizontal	7-5/16"w x 3-1/8"h	7.33"w x 3.17"h
1/3 square	4-13/16"w x 4-5/8"h	4.83"w x 4.67"h
1/3 vertical	2-5/16"w x 9-1/2"h	2.33"w x 9.5"h
1/4 paired	3-11/16"w x 4-5/8"h	3.67"w x 4.67"h
1/4 free-standing	4-13/16"w x 3-11/16"h	4.83"w x 3.67"h
1/6 horizontal	4-13/16"w x 2-5/16"h	4.83"w x 2.33"h
1/6 vertical	2-5/16"w x 4-5/8"h	2.33"w x 4.67"h
1/6 paired	3-2/3"w x 3-1/6"h	3.67"w x 3.17"h
3"	2-5/16"w x 3"h	2.33"w x 3"h
2"	2-5/16"w x 2"h	2.33"w x 2"h



I can always tell when a new issue of *The Draft Horse Journal* gets mailed, because my phone starts ringing & business picks up.

—Terry Pierce,
Belgian Hill Farm



SMART EFFECTIVE AFFORDABLE advertising

The world's foremost heavy horse magazine is published quarterly, serving the interests of all draft horse breeds.

The Draft Horse Journal



(319) 352-3817 • Fax: (319) 352-2232
advertising@draffhorsejournal.com

www.draffhorsejournal.com



P.O. Box 670 • 2700 5th Ave. NW • Waverly, Iowa 50677

STANDARD

Applies to Breeders & Dealers of draft horses and mules, Harness makers, Farmers and Dealers in used or homemade heavy horse equipment. They also apply to public sales, shows, pulls, plowing contests and other events involving these animals.

BLACK & WHITE DISPLAY STANDARD AD RATES

Photos are **NOT** included in price of ad. There will be a \$10 charge for each photo per insert. *(Please add photo charge to AD total.)*

SIZE	SINGLE INSERT	1 YEAR CONTRACT — PAID IN ADVANCE —
Full Page	\$575.00	\$1960.00
2/3 Page	\$415.00	\$1435.00
1/2 Page	\$300.00	\$1030.00
1/3 Page	\$220.00	\$745.00
1/4 Page	\$175.00	\$595.00
1/6 Page	\$115.00	\$380.00
3" Ad	\$85.00	\$285.00
2" Ad	\$55.00	\$190.00

COLOR DISPLAY STANDARD AD RATES

Additional photos over allotted amount will be charged at \$75 each. *(Please add photo charge to AD total.)*

SIZE	PHOTOS INCLUDED	SINGLE INSERT	1 YEAR CONTRACT — PAID IN ADVANCE —
Full Page	3	\$975.00	\$3575.00
2/3 Page	2	\$760.00	\$2820.00
1/2 Page	1	\$575.00	\$2190.00
1/3 Page	1	\$490.00	\$1905.00
1/4 Page	1	\$350.00	\$1330.00
1/6 Page	1	\$225.00	\$855.00
3" Ad	1	\$140.00	\$532.00
2" Ad	1	\$100.00	\$380.00

ALL RATES INCLUDE FREE AD DESIGN! *(standard & commercial)*

Promote your business, farm, club, show or sale in an ad size that works best for you!

SAMPLE AD SIZES

See back panel for dimensions.

Want your ad designed by DHJ sent to another publication?

No problem ... contact us with the dimensions & the publication's e-mail. We will resize and send a high resolution print file for \$75.

(The low res proofs you receive are not print quality files and can not be sent to other publications)



Full Page



2/3 Vertical



2/3 Horizontal



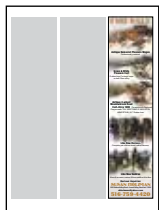
1/2 Vertical



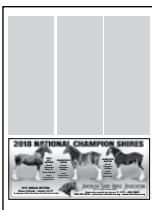
1/2 Horizontal



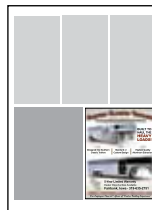
1/3 Square



1/3 Vertical



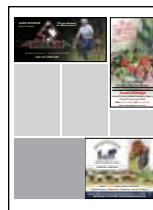
1/3 Horizontal



1/4 Paired



1/4 free-standing



1/6 Vertical
1/6 Horizontal
1/6 Paired



3" 2"

COMMERCIAL

Applies to feed companies, insurance companies, newly manufactured equipment, books, videos, specialty items, artwork, trailer sales, etc.

BLACK & WHITE DISPLAY COMMERCIAL AD RATES

Photos are **NOT** included in price of ad. There will be a \$10 charge for each photo per insert. *(Please add photo charge to AD total.)*

SIZE	SINGLE INSERT	1 YEAR CONTRACT — PAID IN ADVANCE —
Full Page	\$862.50	\$2940.00
2/3 Page	\$622.50	\$2152.50
1/2 Page	\$450.00	\$1545.00
1/3 Page	\$330.00	\$1117.50
1/4 Page	\$262.50	\$892.50
1/6 Page	\$172.50	\$570.00
3" Ad	\$127.50	\$427.50
2" Ad	\$82.50	\$285.00

COLOR DISPLAY COMMERCIAL AD RATES

Additional photos over allotted amount will be charged at \$75 each. *(Please add photo charge to AD total.)*

SIZE	PHOTOS INCLUDED	SINGLE INSERT	1 YEAR CONTRACT — PAID IN ADVANCE —
Full Page	3	\$1462.00	\$5362.50
2/3 Page	2	\$1140.00	\$4230.00
1/2 Page	1	\$862.50	\$3285.00
1/3 Page	1	\$735.00	\$2857.50
1/4 Page	1	\$468.00	\$1778.40
1/6 Page	1	\$300.00	\$1140.00
3" Ad	1	\$185.00	\$703.00
2" Ad	1	\$125.00	\$475.00

If you have any questions about which rates apply to you or upcharge to color please call our advertising coordinator.

The Publisher's judgement is final

Display advertisers will receive a copy of the magazine that their ad appears in upon publication.

No Blind Ads. Information must include name, city & state/province. E-mail address only does not suffice. Applies to all standard & commercial advertisers.

Repeat Copy: In the case of a contract advertiser, we would prefer to hear from you in accordance with the ad deadlines for each issue. We do, however, reserve the right to repeat the previous ad if no new copy is submitted, or update it or extend the contract, whichever appears most sensible in our judgement.

Terms & Conditions: Payment must accompany orders for first time advertisers. This includes individuals who have not advertised in the past four publications. All other accounts become due and payable upon publication. Interest charges of 1.5% monthly will apply on unpaid accounts ninety days after publication and continue to accrue until paid in full.

SUBMITTING PRINT READY ADS



If you are providing a finished "ready-to-go" ad, it **must be to our EXACT specifications**. Please let us know the ad size and whether the ad is intended to be color or black/white.

- Print Ready Ads may be submitted via e-mail, requesting our FTP information or using dropbox or other file transfer software.
- **Our preferred accepted file format is high resolution pdf, tiff or jpg files.**
- **Files must be CMYK or grayscale, 300 dpi.**
- Ads will run as they are provided, however DHJ may alter the dimensions of ads not fitting our specs/templates.
- Alternate file formats accepted for Mac users - Adobe InDesign, Adobe Photoshop & Adobe Illustrator. *(All fonts & graphics/links must be packaged with file if submitting this way)*
- We can not use Microsoft Publisher, Paint or Power Point files. Such layouts are incompatible with our system and need to be reset.
- Always follow up with a phone call to be sure that we received your files and that they are usable/correct.



SUBMITTING PHOTOS

Make sure all photos, logos and clip art are of the best quality.

For best results e-mail high resolution jpgs, 300 dpi or higher with information to advertising@drafthorsejournal.com.

- **Send unaltered photos.** Our design department can help with your photo editing requests.
- No images taken off of web sites or social media. They are low resolution files.
- Stills taken from a video are also notoriously poor quality.
- Cell phone photos are not something we like to receive, though the image quality is improving with each generation of new phones.
- Ensure photographers permission has been acquired for the use of the photo and they are credited on the photo or ad.
- DO NOT place your images in a Microsoft Word document.
- Submitting Prints to be scanned:
 - We can use original photos of any size. They can be enlarged or reduced as needed or cropped.
 - DO NOT glue, tape or staple your photos to your ad layout.
 - DO NOT cut or mark up the original photo with crop marks. The easiest way to indicate crop lines is with post-it notes.
 - NO inkjet printouts of photos.
 - Your original photos will be returned after the publication has mailed.