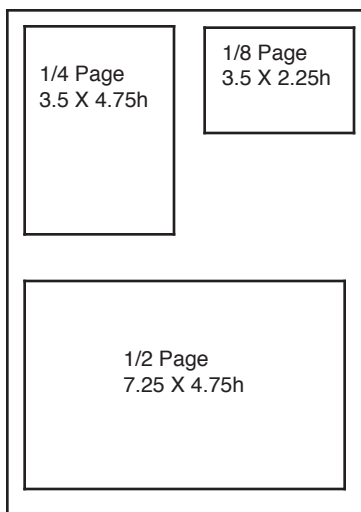
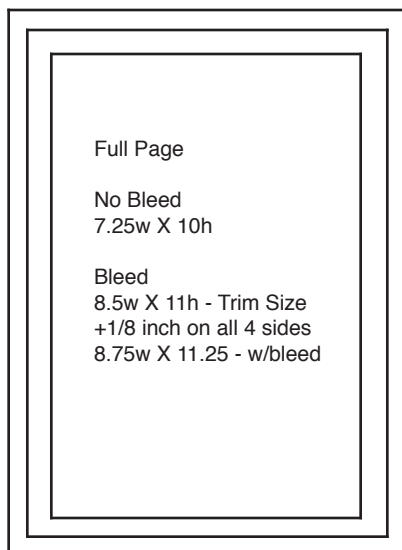


Advertising Rates

Frequency	1 X	3X	6X
Full Page	\$500/450 bw	\$475/425 bw	\$450/400 bw
1/2 Page	\$250/225 bw	\$225/200 bw	\$200/175 bw
1/4 Page	\$150/125 bw	\$125/100 bw	\$100/75 bw
1/8 Page	\$100/75 bw	\$75/50 bw	\$50/25 bw
Bus Card	\$50/45 bw	\$40/35 bw	\$30/25 bw
Web only	\$50	\$40	\$30

Position	1 X	3X	6X
Cover	\$700	\$650	\$600
Inside Front Cover	\$650	\$600	\$550
Inside Back Cover	\$625	\$575	\$525
Back Cover	\$675	\$625	\$575
Service Guide	\$30	\$25	\$20
Classifieds	\$15-30	\$10-25	\$10-20



Web Site

WWW.SOUTHERNHORSETALK.COM

As an added value, advertisers will be listed on our sponsors pages and throughout the website.

Deadlines

EDITORIAL:

15th of the prior month

ADVERTISING:

15th of the prior month

Design Services

1/4-1/2 Page Advertisement..... \$50
 Full Page Advertisement..... \$100

These prices include all layout, design and coordination. Photography is available at a discounted rate.

Ad Requirements

PDF, EPS & TIFF files will be accepted. Please make sure that your file is the correct size, CMYK or B&W, fonts embedded, at least 200 dpi with no color bars, registration marks, etc. NOTE: Every ad should be accompanied by a proof. If work has to be done to the file, we will charge by the hour. Deposit: First time advertisers will be asked to include payment when the ad is placed.

Advertising Conditions

DEADLINES AND REQUIREMENTS: Southern Horse Talk Magazine copy and proof deadlines and mechanical requirements must be followed in order to make our print deadlines.

POSITION: Special position for advertising can be requested, but not guaranteed. Some positions can be guaranteed with a premium charge. Contact your sales representative for more information.

PAYMENT: Payment is due on the 15th day following the bill date. Failure to make payment herein prescribed will constitute cause for The Publication to cancel this contract and adjust any rate in accordance to achieved volume or revenue. The advertiser agrees to pay all cost of collection, including attorney fees, if incurred.

CANCELLATION: Please allow 15 days prior to publication for all cancellation contracts.

For More Advertising Information

CALL: Shannon Altman (843) 455-4434 EMAIL: info@southernhorsetalk.com

WWW.SOUTHERNHORSETALK.COM