

One of the Nation's Leading Journals
Devoted to the Thoroughbred
Published Since 1946

WASHINGTON THOROUGHBRED

Member
American Horse Publications
General Excellence Award Winner

PRINT ADVERTISING RATES

Effective January 2021



Editorial Themes and Ad Deadlines

Spring Issue

Champions and Year-end Statistics
Booking Deadline February 15

Summer Issue

WTBOA Yearling & Mixed Sale Preview
Booking Deadline May 15

Fall Issue

Sale and Summer Racing Recap
Booking Deadline September 15

Winter Issue

Stallion Register
Booking Deadline November 1

Rates for Black & White

Size	1-time	2-time	4-time	Add 1 Color
Full page	\$450	\$400	\$335	+\$175
2/3 page	\$350	\$310	\$260	+\$125
1/2 page	\$250	\$215	\$195	+\$85
1/3 page	\$175	\$155	\$130	+\$70
1/4 page	\$140	\$125	\$105	+\$55
1/6 page	\$100	\$90	\$75	+\$40
Business card	\$50	\$44	\$38	n/a
Column inch	\$25	\$22	\$18	n/a

Rates for Full Color (CMYK)

Size	1-time	2-time	4-time
Full page	\$975	\$925	\$860
2/3 page	\$710	\$670	\$620
1/2 page	\$525	\$490	\$470
1/3 page	\$360	\$340	\$315
1/4 page	\$285	\$270	\$250
1/6 page	\$195	\$185	\$170
Business card	\$110	\$98	\$86
Column inch	n/a	n/a	n/a

Classified Advertising Rates

\$20 minimum charge, up to 20 words. \$1 per word, over the minimum. \$3 extra to box. *All classified ads must be prepaid.*

Classified ads will appear in the designated issue of *Washington Thoroughbred*. The same ad will also appear one time in the e-mail newsletter, *Gate-to-Wire*, and in the classified ad section of the WTBOA website for no additional charge.

Contract Regulations and Closing Dates

Closing date for all advertising copy, artwork, etc. is six weeks prior to issue's publication date. Classified ads will be accepted until four weeks prior to issue's publication date. When contracted advertiser's copy is not received when due, publisher reserves the right to repeat the last ad. Cancellation or changes in advertising order will not be accepted after the closing date.

Digital Output Requirements

Must be press-ready high resolution PDF files.

All images must be CMYK or grayscale, 300 dpi, photographed or scanned at high resolution.

General Information

Acceptance of copy is subject to *Washington Thoroughbred* approval.

Advertiser agrees to relieve *Washington Thoroughbred* and its employees of responsibility from any and/or all claims and suits arising out of publication of advertising based on information supplied by advertiser.

Publisher's liability for any error shall not exceed the cost of space occupied by the error. Publisher shall have no liability for errors for which notification is received from advertiser later than 30 days from issue mailing date.

Circulation and Readership

Washington Thoroughbred, an award-winning member of American Horse Publications, is a quarterly publication of the Washington Thoroughbred Breeders and Owners Association. Circulation is mainly in Washington and the Pacific Northwest, including Oregon and British Columbia, as well as California, Idaho, Montana and Kentucky. *Washington Thoroughbred* reaches most of the owners, breeders, trainers and members of the Thoroughbred community throughout the Pacific Northwest, up and down the West Coast and beyond. Our goal is to cover all aspects of the Thoroughbred breeding and racing industry locally, regionally and nationally.

Cover Rates and Special Position

(Includes four-color process; contract rates may apply)

Inside front cover: \$975

Inside back cover: \$925

Outside back cover: \$1,075

Other special position pages: \$25 additional per page

Miscellaneous Charges

Computer printouts, photo order charges and any other outside hard costs will be passed on to the advertiser. Charges for halftones and line prints (pictures, charts and any artwork that must be changed from the original form to digital or camera-ready artwork) and/or any other mechanical or miscellaneous charges may be passed on to the advertiser, with a minimum charge of \$25.

Contract Insertion Rates

Advertising rates are determined by the total amount of space contracted within one calendar year from the initial month of advertising.

Terms and Conditions

Invoices are rendered upon publication. Net due 30 days after billing. Interest charges of 1.5% per month will be applied to any unpaid balance after 60 days, with interest continuing until the balance is paid in full. No new advertising will be accepted for any account which is 90 days or more past due.

Advertising Agencies

Recognized advertising agencies which furnish complete art and layouts are allowed the standard 15% commission. If an account is not paid within 90 days from the invoice date, the agency commission is forfeited, and *Washington Thoroughbred* reserves the right to bill the client directly.

Magazine Ad Sizes and Mechanical Requirements (width x height)



Trim size:

8 1/4 x 10 3/4 inches
(49p6 x 64p6)

Bleed art:

8 1/2 x 11 inches
(51p x 66p)
Allows for 1/8 inch (p9) bleed
on top, bottom and sides

Type live area:

7 x 9 1/2 inches
(42p x 57p)

Column width:

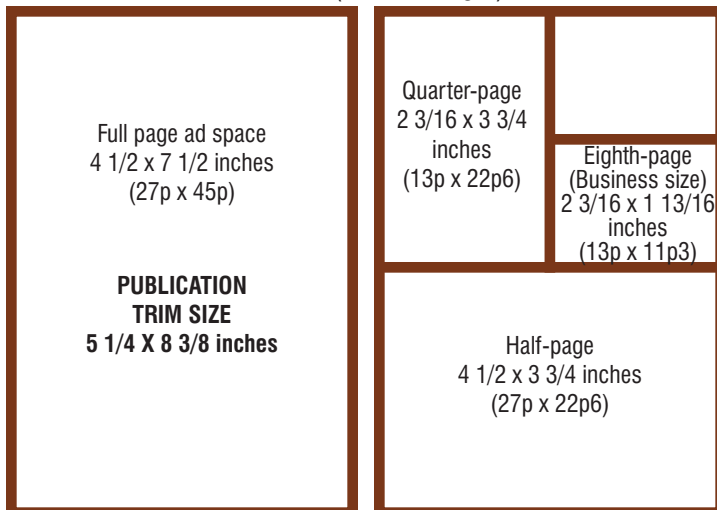
2 3/16 inches (13p)
Three columns per page

**For more information,
contact**

**Dana Claxton
Advertising Sales**

(253) 288-7878
maindesk@wtboa.com

Sale Catalog and Farm & Service Directory Ad Sizes (width x height)



Summer Yearling & Mixed Sale Catalog

Size	4c*	1c*	b&w
Full page	\$795	\$450	\$300
1/2 page	\$420	\$260	\$175
1/4 page			\$100
1/8 page			\$55

**Limited placement, please inquire*

Washington Thoroughbred Farm & Service Directory

Size	4c*	1c*	b&w
Full page	\$495	\$395	\$300
1/2 page	\$275	\$220	\$175
1/3 page	\$200	\$160	\$125
1/4 page	\$160	\$125	\$100
1/8 page	\$90	\$70	\$55