

NWHS 2021 Online Holiday Gift Guide Advertising Rates



360.332.5579 • sales@nwhorsesource.com

DEADLINE: October 1st, 2021, Published on Black Friday

www.nwhorsesource.com

DISPLAY AD DIGITAL EDITION:

FULL COLOR	1x
Equine Marketplace	25
1/6 page	\$79
1/4 page	\$125
1/2 page	\$197
Full Page	\$312

FULL COLOR	1x
Interstitial Ad	\$500
Center Spread	\$675

PRODUCT/SERVICES FEATURE AD:

Tell us in 50 words or less about your business.

Title: Product Name
Text: 50 words or less
Product or Services description

Price:

Contact Information: Phone, Email, Website, Address

Only \$35

Contact us today to place your order!

MORE ONLINE EDITION ADVERTISING OPTIONS

Video links

Link to a "how to" video or an introduction to your business.

Slide Show

Display a gallery of your products, services or event images. Great for highlighting a recent event or show that you participated in.

App Ticker

The App Ticker displays a customizable message along the bottom of every page of the publication.

Presentation Page

A full-page space displayed to the left of the front cover; first thing readers will see!

Interstitial Ad:

Interstitial ad scrolls up from the bottom of the page and presents a full-page ad to readers. It can be enhanced with features like links and other media. The ad remains open until the user closes it.

Sponsor the Entire Digital Issue

The biggest opportunity to be visible throughout the entire issue. Align yourself with a trusted brand!

Call for pricing...



Reach:

- Facebook: 43,000 + fans and growing
- Website: 15,000+ pageviews per month
- E-Newsletter: 3,200 + subscribers
- Responsive Digital Edition and website: See it on smartphones and tablets!

Ask about our Online Front Page Feature Spots, Article Sponsorships and more!

Online Banner Advertising - Prepaid

1400 x400 \$375/month (Introductory offer)
300x250 \$75/month

Online Business Directory - \$99 or \$165

Contribution 5.00/month suggested donation

Article Sponsorship

Online article sponsorship \$75

The Northwest Horse Source LLC
6165 Prospero Rd, Peyton, CO 80831
(360) 332-5579 or info@nwhorsesource.com

TERMS & CONDITIONS

Ad prices subject to change. Ad copy must be received by the 5th of the month prior to the month of publication. While we are committed to quality in production, please check all of your copy carefully. The advertisers and publisher cannot be responsible or liable for misprints, misinformation or typographical errors within the publication.



Submission of Ad Copy

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AD MATERIALS DEADLINE: 5th of the month preceding publication
(For example: January 5 for February issue)

AD SIZES & DIMENSIONS:

Size	Dimensions	Orientation
Equine Marketplace	2.306" w x 2.25" tall	
1/6 Page	2.306" w x 4.75" h	Vertical
1/6 Page	4.75" w x 2.25" h	Horizontal
1/4 Page	3.5" w x 4.75" h	Vertical
1/2 Page	3.5" w x 9.625" h	Vertical
1/2 Page	7.25" w x 4.75" h	Horizontal
1/2 Page	4.75" w x 7.25" h	Block
Full Page	7.25" w x 9.625" h	Live Area
Full Page w/bleed	8.75" w x 11.125" h	Page Size

Contact:

The Northwest Horse Source, LLC
 6165 Prospero Rd, Peyton, CO 80831
 360.332.5579 Office
 ads@nwhorsesource.com

AD SPECIFICATIONS:

- **Supported Software:** Acrobat, InDesign, Illustrator and Photoshop.
- **Supported File Types:** TIFF, EPS, JPG, AI, PSD, INDD or PDF. Any link files must be embedded. Convert all text to outlines.
- **Fonts:** Due to time constraints, any fonts not submitted will be substituted with a similar font.
- Images must be at least 300 dpi and lineart (type) at 1200 dpi. Artwork should be saved at actual size.
- **Ad Design Fees:** \$60 per hour, \$15 minimum.
- If proofs are required for approval by advertiser before publication, all ad components must be submitted to NWHS five days before materials deadline. Three corrected proofs allowed. Additional proofs will be sent only if time permits.

MISCELLANEOUS:

- Side Rail Banner - 300x250 pixels
- Skyscraper Banner - 1400 x 400 pixels. Main elements in center 1000 pixels. Send us the text to overlay the background. We'll input for responsive text.

