

# NWHS 2024 Media Kit



www.nwhorsesource.com

## Online Advertising Opportunities:

🐾 1400 x400 pixels: (Introductory offer) <i>Featured as a headline banner on the homepage.</i>	\$375/month \$125/Week
🐾 300x250 pixel banner:	\$75/month
🐾 Email blast to our subscriber list:	\$150/per email
🐾 Boosted Facebook Post:	\$95/per post
🐾 Online marketplace ad: <i>(For real estate, horses for sale, products and services)</i>	\$75 month
🐾 Online Business Directory: (Annual Charge)	\$99 or 165
🐾 Online Article sponsorship:	\$75/month

## Do you need to build your brand?

We would love to help you discover the amazing opportunities with The Northwest Horse Source. Be confident with Karen's 28+ years in the industry as publisher of The Northwest Horse Source and most recently, The Colorado Horse Source. Email [sales@nwhorsesource.com](mailto:sales@nwhorsesource.com) or call (360) 332-5579.

## Do you need a new a website?

Need help with your existing website?

Get it done right the first time. Leave the website management to our webmaster. Running your business is your first priority. Doug has 20+ years programming websites so leave it to us!

Contact our webmaster: Doug DeVries, Host1 Help1  
[host1help1.com](http://host1help1.com) • [support@host1help1.com](mailto:support@host1help1.com)

## Reach

- Facebook: 350 Followers and growing!
- Website: 7,000+ viewers monthly.
- E-Newsletter marketing (3200+ subscribers)
- Thousands of online articles to view!
- YouTube Advertising.
- 28+ years in the publishing industry.
- Responsive digital edition and website. See it on smartphones and tablets!

# NWHS 2024 Digital Magazine Advertising Rates



360.332.5579 • sales@nwhorsesource.com

**DEADLINE:** Always the 5th of the month preceding digital publication

## DISPLAY AD DIGITAL EDITION:

FULL COLOR	12x	6x	3x	1x
1/6 page	\$99	\$105	\$110	\$120
1/4 page	\$158	\$169	\$176	\$189
1/3 page	\$170	\$181	\$190	\$203
1/2 page	\$248	\$265	\$278	\$298
Full Page	\$394	\$419	\$442	\$473



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

Ask about our front cover sponsorship!  
 Just \$750. Get the front cover and a beautifully designed article inside the magazine!  
 Online promotion too!

## Submission of Ad Copy

### 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

### AD SPECIFICATIONS:

- **Supported Software:** Acrobat, InDesign, Illustrator and Photoshop.
- **Supported File Types:** JPG, AI, PSD, INDD, PNG 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.
- **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.

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.