

# THE HORSEMEN'S JOURNAL

Official Publication of the Horsemen's Benevolent and Protective Association



Advertising in the *The Horsemen's Journal*, the official publication of the National Horsemen's Benevolent and Protective Association (NHBPA), allows you to reach nearly 30,000 active Thoroughbred owners and trainers across North America. The NHBPA is by far the largest horsemen's organization of its kind with 30 affiliate offices across the U.S. and Canada. With over 70 years of experience, *The Horsemen's Journal* delivers results at a lower advertising cost compared to other options. Plus, your advertisement has a shelf life of three months, making it an even greater value. The magazine also includes editorial content from the North American Association of Racetrack Veterinarians (NAARV) and is mailed to all members of that organization, which combine to care for approximately 50,000 horses annually. Offering free advertising design (if needed), agency discounts and top-notch customer service, you can depend on your advertisement in *The Horsemen's Journal* to get results.

Call *The Horsemen's Journal* Advertising Department at (716) 650-4011 or e-mail us at [jallen@hbpa.org](mailto:jallen@hbpa.org) today to reach the most horsemen for your advertising dollars.

## 2021 Publishing Schedule

### SPRING

Approximate Mail Date: Friday, March 26  
Advertising Space Reservation Deadline: Friday, February 19  
Advertising Materials Due Date: Wednesday, February 24

### SUMMER

Approximate Mail Date: Friday, June 25  
Advertising Space Reservation Deadline: Friday, May 21  
Advertising Materials Due Date: Wednesday, May 26

### FALL

Approximate Mail Date: Monday, September 13  
Advertising Space Reservation Deadline: Friday, August 6  
Advertising Materials Due Date: Wednesday, August 11

### WINTER

Approximate Mail Date: Monday, December 20  
Advertising Space Reservation Deadline: Friday, November 12  
Advertising Materials Due Date: Wednesday, November 17

# Advertising Specs



## MAGAZINE TRIM SIZE:

- 8 3/16" X 10 3/4"



## ART / NEGATIVE SPECIFICATIONS:

- Artwork accepted on disk (CD or DVD). Artwork must be accompanied by a color proof.
- Artwork accepted as a high resolution (minimum 300 dpi) PDF. All fonts and images must be embedded, and all images should be min. 300 dpi resolution. Artwork must be accompanied by a color proof.
- Art for full-page trim should be (with bleeds) 8 7/16" X 11"; for bleeds across gutter, allow 1/4".



## Standard unit sizes and placement:

- 2-page spread: to be built as two separate full-page ads based on full-page specs below
- Full-page: 7 3/16" X 9 5/8"
- 2/3-page (vertical): 4 3/4" X 9 5/8"
- 1/2-page: 7 3/16" X 4 3/4" (horizontal), 3 1/2" X 9 5/8" (vertical)
- 1/3-page (vertical): 2 1/4" X 9 5/8"
- 1/4-page: 3 7/16" X 4 3/4"
- Business card: 2" X 3 1/4"

## 2020 Advertising Rates

COVERS	1X	2X	3X	4X
Cover 2 (Inside Front)	\$3,138	\$3,067	\$2,997	\$2,926
Cover 3 (Inside Back)	\$2,922	\$2,854	\$2,790	\$2,732
Cover 4 (Back)	\$3,245	\$3,173	\$3,097	\$3,027
4-COLOR	1X	2X	3X	4X
2-page spread	\$4,191	\$4,098	\$4,006	\$3,909
Full page	\$2,164	\$2,115	\$2,065	\$2,038
2/3-page (vertical)	\$1,686	\$1,648	\$1,610	\$1,573
1/2-page	\$1,374	\$1,340	\$1,309	\$1,284
1/3-page (vertical)	\$1,125	\$1,101	\$1,076	\$1,060
1/4-page (vertical)	\$ 895	\$ 873	\$ 853	\$ 837
Business card (2" x 3 1/4")	\$ 262	\$ 257	\$ 250	\$ 237
BLACK & WHITE	1X	2X	3X	4X
2-page spread	\$2,994	\$2,928	\$2,861	\$2,787
Full page	\$1,545	\$1,512	\$1,475	\$1,445
2/3-page (vertical)	\$1,204	\$1,177	\$1,150	\$1,123
1/2-page	\$ 980	\$ 959	\$ 935	\$ 925
1/3-page (vertical)	\$ 804	\$ 786	\$ 766	\$ 749
1/4-page	\$ 644	\$ 634	\$ 618	\$ 613

## The Horsemen's Journal

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