



THE HORSE'S MAINE & NH

Maine & NH's Own Equestrian Newspaper

2018 Advertising Kit

About Us

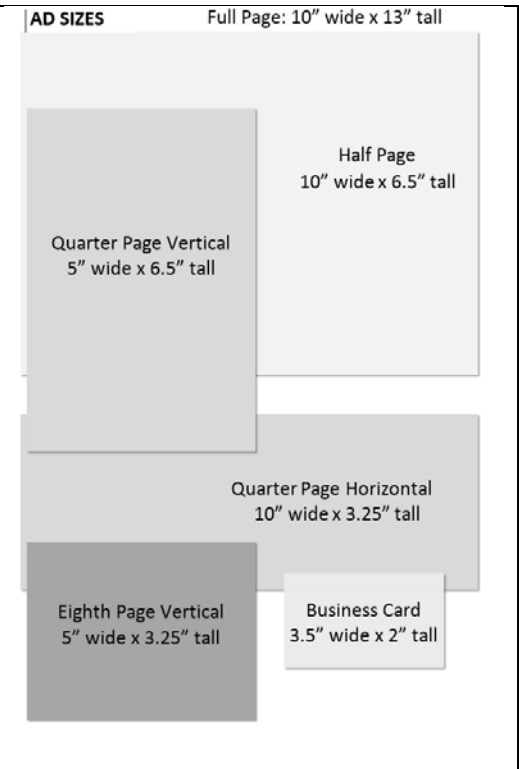
The Horse's Maine & NH is a multi-discipline newspaper for the statewide equestrian communities of Maine and New Hampshire.

A monthly newspaper for, by, and about Maine and New Hampshire residents, we encourage everyone to submit news from their association, barn, clinic, or show at no charge.

Our goal is to bring the news to the local equestrian community. We are dedicated to providing quality articles and exceptional customer service to our advertisers and readers.

The Horse's Maine & NH is an all-breed, all-discipline, grassroots newspaper distributed via subscriptions, affiliations, and equine businesses.

| DISPLAY AD RATES for black and white (add 25% for color) Rates per month by number of issues per year | | | | |
|--|---|------------|------------|-------------|
| SIZE | 1 per year | 3 per year | 6 per year | 12 per year |
| Back Cover (color included) | \$434 | \$393 | \$374 | \$346 |
| Inside Front Cover (color included) | \$409 | \$368 | \$349 | \$321 |
| Full Page | \$289 | \$259 | \$245 | \$231 |
| Half Page | \$202 | \$184 | \$173 | \$161 |
| Quarter Page | \$170 | \$160 | \$150 | \$140 |
| Eighth Page | \$90 | \$82 | \$76 | \$70 |
| Business Card | \$50 | \$46 | \$43 | \$40 |
| Directory Ads | \$20.00/month OR \$200 for one year (paid in advance). 1 column (2.50 square inch) on the Directory Ad page. | | | |
| Mini Ads | \$29/month for the first two months; third consecutive month is free! 5" wide x 1.2" tall on the Mini Ad page. Picture/classified style copy; approximately 50 words. | | | |
| Classified Ads | \$10 first 30 words; \$0.25 per word after the first 30 | | | |



Camera ready ads must be high quality PDFs or JPGs and sized correctly. Ad copy can change each month.

Or, give us your ideas and we will provide **basic ad design** and one proof at no charge.

Payment: Terms are due upon receipt of invoice. We accept cash, check, or MasterCard/Visa.

Prepayment is required for new advertisers, or advertisers with overdue balances.

Rates and Terms are subject to change with 30 days' notice.

Deadline is the 10th of each month, but contact us to arrange flexibility!

Facebook Ads: Display ads in print can display on our Facebook page after publication for an additional \$10.00.

Online Ads: *The Horse's Maine & NH* is online, including all ads!

If you have a 12-month contract, we link your ad to your website. We can link other ads for 25% of the cost of the ad.



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CONTRACT

(Date) _____,

(Business or Person) _____ agrees to purchase (number) _____ display ad(s) at \$ _____ each during the year, beginning (month/year of issue for first ad) _____.

It is understood that if the agreed number of ads are not purchased during the specified year there is a back charge for the difference in price between the contract price and the single run price per ad. Copy can change for each ad as long as the new copy is received by *The Horse's Maine & NH* by the 10th (tenth) of the month preceding the issue.

Signed

For (business name)

Street or PO Box, City, State, and Zip

Phone and Email

If the contract is for three or six issues, please indicate which months to run your ad: _____.
If no months are specified, we assume the next three of six sequential months, whichever is applicable.