



THE HORSE'S MAINE & NH

Maine & NH's Own Equestrian Newspaper

2019 Advertising Kit

About Us

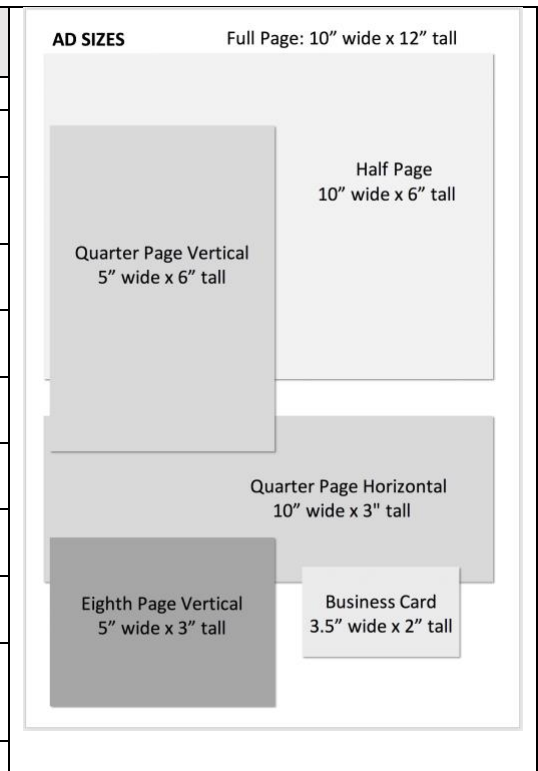
The Horse's Maine & NH is a multi-discipline newspaper for the statewide equestrian communities of Maine and New Hampshire.

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				
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: \$439	Color: \$398	Color: \$378	Color: \$350
Inside Front Cover	Color: \$413	Color: \$372	Color: \$353	Color: \$325
Full Page	Color: \$351 BW: \$293	Color: \$315 BW: \$263	Color: \$298 BW: \$249	Color: \$282 BW: \$235
Half Page	Color: \$247 BW: \$206	Color: \$225 BW: \$188	Color: \$212 BW: \$177	Color: \$198 BW: \$165
Quarter Page	Color: \$210 BW: \$175	Color: \$198 BW: \$165	Color: \$186 BW: \$155	Color: \$174 BW: \$145
Eighth Page	Color: \$114 BW: \$95	Color: \$104 BW: \$87	Color: \$97 BW: \$81	Color: \$90 BW: \$75
Business Card	Color: \$66 BW: \$55	Color: \$61 BW: \$51	Color: \$57 BW: \$48	Color: \$54 BW: \$45
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 credit card.

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

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

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

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



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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.