

Special Position

A limited number of premium positions are available on the inside and back covers and in the first 32 pages of the magazine. Costs of these positions will be quoted in advance; extended contracts are preferred. Other preferred positions or specific placement are available at an additional 15% of the applicable space rate.

Deadlines

Display advertising space reservations, photos and information must be received by the **1st of each month**. Cancellations and changes may not be made after the closing date.

Contracts

Insertions orders and contracts are binding on advertising at issue closing date and may not be cancelled thereafter. A signed contract must be on file with *California Thoroughbred* to qualify for reduced multiple rates.

Payment and Discounts

First-time advertisers are required to pay in advance for the first three insertions to set up an account. Payment is required on the 1st of each month prior to issue date. After the account has been established, the account will be billed on the 15th day of the month of publication with net due upon receipt of statement. Accounts are past due in 30 days. All past due accounts are subject to a service charge of 1½% per month (18% per year).

Commission discounts are allowed to recognized advertising agencies on general display rates. The agency is responsible for payment and must supply an insertion order and digital-ready ad with color proof (see additional charges). A commission of 15% is allowed on space rate and color if the account is paid in full within 60 days of billing. **No commission is allowed on invoices paid after 60 days**, and the account may be rebilled directly to the agency's client. Digital-ready ads submitted under the CTBA Member rates will be discounted 15% provided no additional labor is required and the member is responsible for payment. **If payment is not received within 60 days of billing date the commission discount will not apply.** Changes may result in forfeiture of all or part of the commission discount.

Classified Advertising

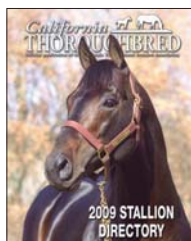
Straight classified – \$1.00 per word (\$15.00 minimum). Classified display ads (bordered ads) are charged by the column inch (see display rates). **Copy and payment must be received by the first of the month prior to issue date.** Job-market ads are free of charge. We do not take telephone orders.

Additional Charges

Advertisers will bear cost incurred in ad production as follows: printer charges, color proofs, printouts, racetrack photos, copyright images, scanning of images, additional labor, handling charges etc. (All such charges are not commissionable).

Advertise in all of the CTBA Publications

Free annual directory
serving all of California.



The mare owner's source for
California stallion information.



California Thoroughbred WEEKLY

Our new **WEEKLY** publication keeps you up to speed on the latest news and happenings in the Thoroughbred Industry. The newsletter goes direct into your inbox every Wednesday.



IF YOU'D LIKE TO BE ADDED TO OUR
NEWSLETTER LIST

Contact: Christy Chapman (800) 573-2822 x247 or email: christy@ctba.com

OR FOR ADVERTISING

Contact: Loretta Veiga (800) 573-2822 x227 or email: loretta@ctba.com



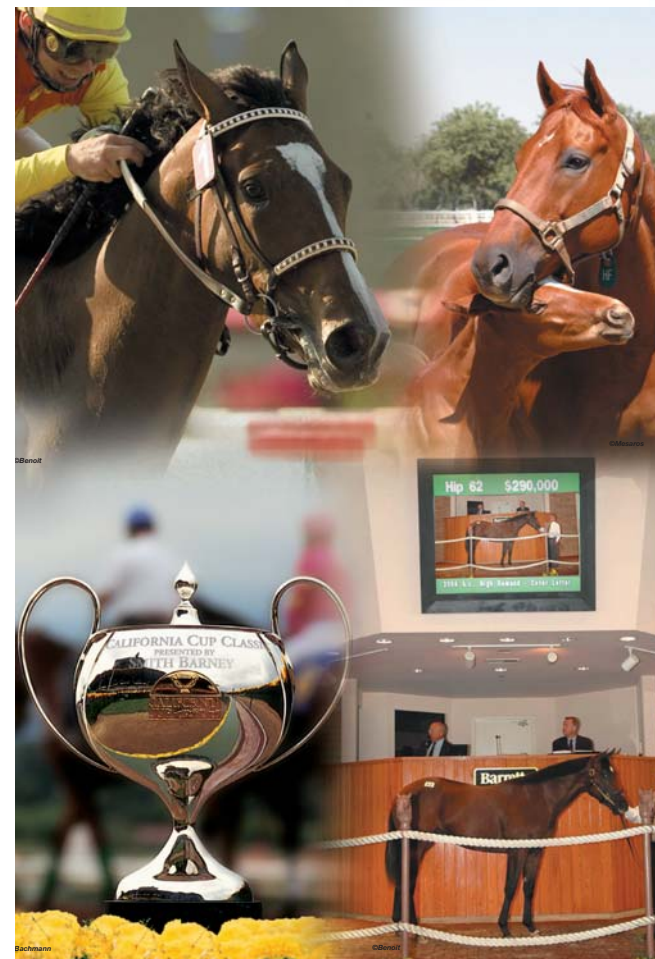
www.ctba.com

Link to your home page
or a designed ad.

Web site advertising rates
available upon request

California THOROUGHBRED

Official publication of the California Thoroughbred Breeders Association



Rate Card

Effective January 1, 2009

Display Advertising Rates

Effective January 1, 2009

General Rates

Color (full page)				
	1x	3x	6x	12x
Two-color	\$ 834	\$ 809	\$ 790	\$ 726
Four-color	1,248	1,229	1,190	1,152
Five-color	Rates Available Upon Request			

Color (half page)				
	1x	3x	6x	12x
Four-color	\$624	\$614	\$595	\$573

Black & White Page				
	1x	3x	6x	12x
Full page	\$624	\$599	\$560	\$523
2/3 page	497	478	445	420
1/2 page	395	375	344	331
1/3 page	356	344	324	306
1/4 page	286	273	255	235
1/6 page	229	216	204	191
Column Inch	56	54	51	49
Business Card	66	N/A	56	44

Member Rates

Color (full page)				
	1x	3x	6x	12x
Two-color	\$ 732	\$ 707	\$ 675	\$ 630
Four-color	1,152	1,133	1,095	1,057
Five-color	Rates Available Upon Request			

Color (half page)				
	1x	3x	6x	12x
Four-color	\$575	\$567	\$548	\$528

Black & White Page				
	1x	3x	6x	12x
Full page	\$523	\$497	\$470	\$425
2/3 page	420	400	370	344
1/2 page	331	311	299	273
1/3 page	299	286	268	255
1/4 page	242	223	210	197
1/6 page	197	191	179	159
Column inch	49	48	46	44
Business Card	61	N/A	49	39

Mechanical Requirements

Printing and binding process: Sheet fed offset, perfect binding

Publication trim size: 8½ x 11

Width of column: 2½

Height of column: 9¼

Columns per page: 3

Bleed Dimensions: 8¾ x 11¼

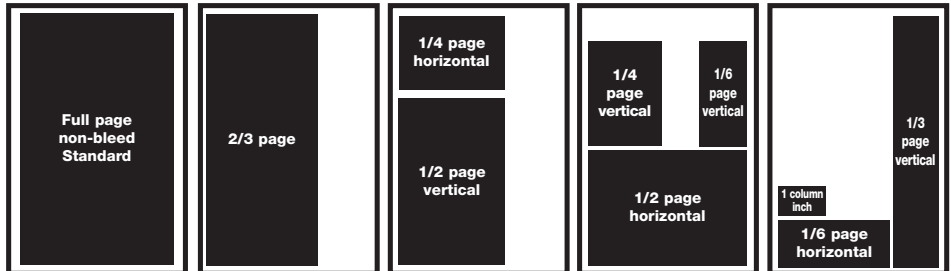
2-page Spread Bleed: 17% x 11¼

Size	Inches	Picas
Full page (Standard type Image)	6¾ x 9¼	41 x 55.5
Full page (Maximum type Image)	7¼ x 10½	46.5 x 61.5
2/3 page	4½ x 9¼	27 x 55.5
1/3 page (one column)	2½ x 9¼	13 x 55.5
1/2 page (vertical)	4½ x 6¾	27 x 41
1/2 page (horizontal)	6¾ x 4½	41 x 27
1/4 page (two column, vertical)	3¾ x 4½	20 x 27
1/4 page	4½ x 3¾	27 x 21
1/6 page (vertical)	2½ x 4¾	13 x 27
1/6 page (horizontal)	4½ x 2¾	27 x 13
Column Inch	2½ x 1	13 x 6

Additional Charges:

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Unit Sizes:



MATERIAL REQUIREMENTS: High Resolution PDF, QuarkXpress and InDesign (collect images and fonts), Photoshop, or Illustrator (Illustrator fonts should be converted to outlines and Include linked images). Files supplied might require conversion charges. An accurate proof must be provided or faxed to (626) 445-6981. Please include fonts for document. We reserve the right to replace the fonts, if they are PC fonts, if fonts are not supplied, or if the fonts are damaged or unusable. PDF files (no security passwords).

PHOTOS AND IMAGES: Preferred 360 dpi cmyk or grayscale, and RGB jpg images. If using a digital camera please make sure images are at least 2 megapixels minimum (3"X5") 300dpi. Larger images require more megapixels.

SOFTWARE: (Mac preferred) QuarkXpress, InDesign, Illustrator, Photoshop

SENDING FILES:

DISK: CD-ROM, DVD

EMAIL: Small files, no larger than 4 megabytes, can be sent to: Jmelanson@ctba.com or cfavata@ctba.com

FTP site: If using the FTP site. Please place documents in folder first or stuff it, then place on FTP site. Make file names as small as possible and contain only alpha-numerical characters, with no spaces and punctuation marks.

Web Browser: ftp://ctbaftp.com:1HorseS@ftp.webhero.com

FTP software: Host: ftp.webhero.com

User Id: ctbaftp.com

Password: 1HorseS