

# The KENTUCKY MOUNTAIN SADDLE HORSE NEWS



## ADVERTISING RATES

Effective January 1, 2010

To reserve FRONT & BACK COVERS call  
502-863-3545

Front Cover (color only).....	595.00
<small>(Includes cover on webpage and 1/2 pg ad/article)</small>	
Back Cover (color only).....	550.00
Center Spread (color only) .....	695.00
Inside Front/Back covers (color only).....	445.00

	Color	Blk & Wht
Full Page	395.00	245.00
1/2 Page	260.00	145.00
1/4 Page	160.00	95.00

Stallion Directory (yearly).....	225.00
<small>(Includes Webpage ad &amp; hotlink-50 words or less)</small>	
Business Card (per year) .....	105.00
Breeder's Directory (yearly) .....	125.00
<small>(Includes Webpage ad &amp; hotlink-50 words or less)</small>	
Premier Breeder's Listing .....	125.00
<small>(KMSHA website yearly)</small>	
Trainer's Directory Listing (yearly) .....	105.00
Classified Ad (50 words or less) .....	50.00
<small>(Includes Webpage listing)</small>	
Classified Ad with Photo .....	75.00
<small>(all words over 50 are 10 cents each)</small>	

**Yearly rates available! All advertising must be paid in advance by check, money order, cash, Mastercard or Visa. It is not the policy of the KMSHA to bill for any advertising submitted.**

## MAGAZINE Ad Dimensions

### Full Page

8.5" x 11" Full Bleed

(design size is 8.75x11.25 with minimum of half inch margin for all type in ads)

### Half Page

7.5" x 4.75"

### Quarter Page

3.75" x 4.75"

### Business Card

3.75" x 2.25"



Ad design is included with your ad. After booking your ad, if you need assistance e-mail information to [sherry@sherrymays.com](mailto:sherry@sherrymays.com). Camera ready ads MUST BE 300 dpi and will be accepted in the following formats only: InDesign, Pagemaker, pdf or Adobe Photoshop layered psd files. All photos must be 300 dpi and in the size of your ad. Add 1/4 inch for bleed allowance on full page color ads. Templates are available upon request.

**For details, call KMSHA at 859-225-5674.**