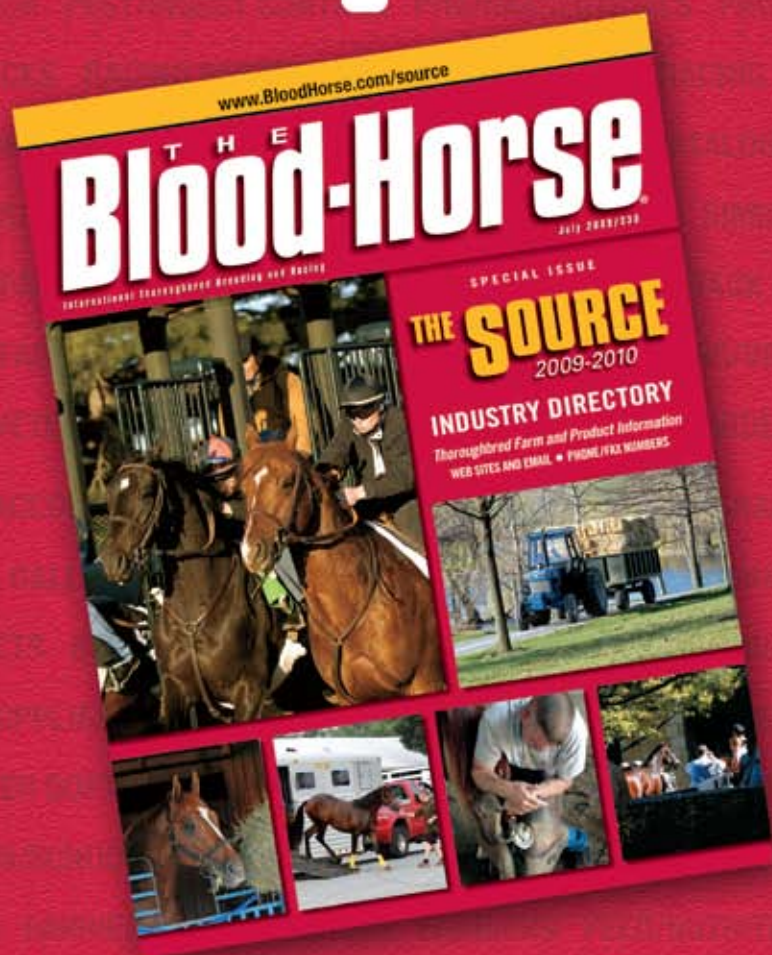


# Advertise in the Thoroughbred Industry's ONLY Buying Guide & Directory



# THE SOURCE

2009-2010



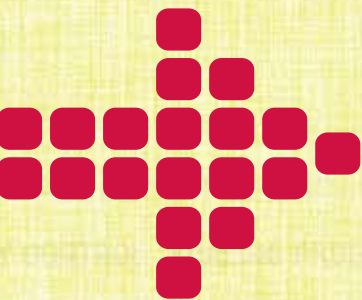
*We Connect  
Buyers and Sellers!*

*One Low Price  
for Year-Round Exposure!*

*Making it easy  
for clients to find  
your farm  
or business  
for over 20 years!*



Respond before April 30th  
to receive Early Bird Rates:  
**Save 10%**



# Year-Round

## GET YOUR BUSINESS NOTICED..

Think of your ad in our directory as 12 months of affordable advertising for the price of one ad buy.

**The Blood-Horse Source** offers your farm, service, or business an affordable, reliable marketing tool that can effectively, repeatedly reach your customers and consumers and deliver qualified leads twenty-four hours a day, three- hundred-sixty-five days a year!

It's the Thoroughbred industry's most comprehensive annual printed resource for bringing together buyers and sellers.

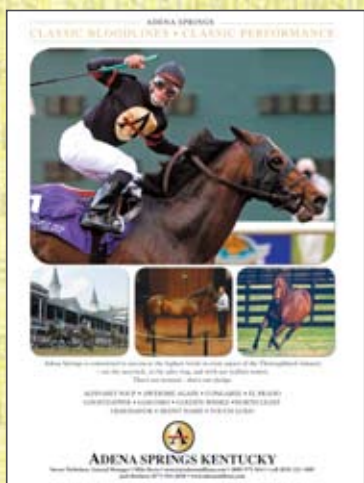
Mailed annually to more than 24,000 Blood-Horse magazine subscribers and sold through tack shops and other businesses nationwide!

## Opportunities for **IMPACT:**

### Farm Profile

**SET YOURSELF APART FROM THE OTHER FARMS IN YOUR AREA AND THE NATION!**

A full page profile ad in *The Blood-Horse Source* gives you year-round exposure at a significantly lower cost than comparable exposure in a weekly or monthly magazine.



### Feature Ads

**MAKE SURE CLIENTS FIND YOU FIRST!**

A 2" feature ad, alphabetized within each category, is the most economical way to highlight your business. Add a red highlight for even greater emphasis.

### Display Ads

**BE AN INDUSTRY LEADER!**

For the same cost as a weekly magazine advertisement in *The Blood-Horse*, your display ad will receive year-round exposure! This bargain is only offered once a year.



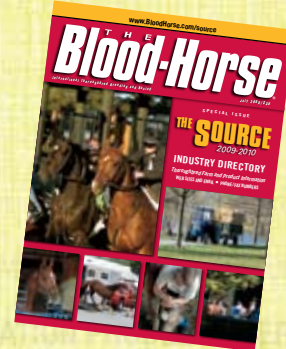
***The Blood-Horse Source* is the indispensable reference for the Thoroughbred industry with a variety of essential features for consumer and advertiser alike, such as:**

- Year-round advertising presence for your service or product
- Industry email addresses
- Listings and locations of farms and businesses from more than 60 countries
- Category listings from Account Wagering to Welfare/Rescue Organizations
- Service listings including Bloodstock, Insurance, and Real Estate agents
- Product listings such as De-Wormers, Pharmaceuticals, and Supplements
- Farms and training centers listed by state, with address, phone numbers, web information, and farm services offered
- An alphabetical index of facilities and services contained in the category directory



# Exposure!

**Our directory** provides you and your customers with the necessary names, addresses, phone numbers, fax numbers, e-mail address and Web site information, to do business in the global Thoroughbred racing and breeding industry. *Select one primary listing and up to six total listings when you purchase a Feature ad, Farm Profile ad, or Display ad.*



- ACCOUNTANTS
- ACCOUNT WAGERING
- ADVERTISING/PROMOTIONS, GRAPHICS
- APPAREL, HUMANS
- APPRAISERS
- ARCHITECTS/DESIGNERS
- ARENA SURFACES
- ART (ARTISTS & GALLERIES)
- ASSOCIATIONS/ORGANIZATIONS
- ATTORNEYS/LEGAL SERVICES
- BARN EQUIPMENT/SUPPLIES
- BEDDING PRODUCTS
- BLOODSTOCK AGENT/AGENCIES
- BOARDING
- BOOKS/BOOK DEALERS
- BREAKING & TRAINING
- BREEDING EQUIPMENT/SUPPLIES
- BUILDERS/BUILDING SUPPLIES (FARM & RESIDENTIAL)
- COMPLEMENTARY THERAPIES/MODALITIES
- COMPUTER SOFTWARE
- CONFORMATION ANALYSIS
- DE-WORMING PRODUCTS
- EDUCATION/SCHOOLS/COLLEGES
- EXERCISERS/WALKERS/TREADMILLS
- FARM EQUIPMENT/SUPPLIES
- FARMS
- FARRIER SUPPLIES/SHOES
- FARRIERS
- FEED/NUTRITION
- FENCING/GATES
- FINANCIAL SERVICES/INVESTMENTS
- FLY CONTROL
- FOALING PRODUCTS/EQUIPMENT
- FOOTING PRODUCTS
- GIFTS/JEWELRY
- GROOMING PRODUCTS/EQUIPMENT
- HEALTH CARE & REHABILITATION PRODUCTS/SERVICES
- HOOF CARE PRODUCTS
- INSURANCE
- INTERNET SERVICES
- LANDSCAPING/FARM DEVELOPMENT
- NURSE MARES
- PAINT CONTRACTORS/SUPPLIES
- PEDIGREE RESEARCH
- PEST/INSECT CONTROL
- PHOTOGRAPHY
- PUBLICATIONS/MAGAZINES
- QUARANTINE FACILITIES
- RACE TRACKS
- RACING PARTNERSHIPS/SYNDICATIONS
- REAL ESTATE
- REHABILITATION/LAY-UP FACILITIES
- SAFETY EQUIPMENT/SURFACES
- SALES AGENTS/CONSIGNORS
- SALES CATALOG SUPPLEMENTS
- SALE COMPANIES
- SALES PREPARATION/CONSIGNORS
- SEASONS/SHARES
- SIGN ARTISTS
- SIMULCASTING OUTLETS/SERVICES
- STALL MANUFACTURERS
- STALL MATS/SURFACES/FLOORING
- SUPPLEMENTS
- SWIMMING
- TACK (GENERAL)
- THERAPEUTIC EQUIPMENT/PRODUCTS
- TRACK SURFACES/EQUIPMENT/MAINTENANCE
- TRAILERS/VANS/VEHICLES
- TRAINERS/TRAINING CENTERS
- TRANSPORTATION
- VETERINARIAN PRODUCTS (LABORATORY SUPPLIES)
- VETERINARIAN PRODUCTS (PRESCRIPTION DRUGS)
- VETERINARIAN PRODUCTS (SURGICAL SUPPLIES/EQUIPMENT)
- VETERINARIAN PRODUCTS (ALL OTHERS)
- VETERINARIANS/CLINICS/HOSPITALS/PRACTICES
- VIDEOS/VIDEO SERVICES
- WATERING SYSTEMS
- WELFARE/RESCUE ORGANIZATIONS



## Affordable rates to fit any budget:

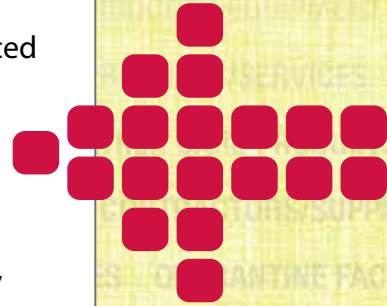
		BW	2/C	4/C
<b>DISPLAY ADS</b>	<input checked="" type="checkbox"/> <b>FARM PROFILE</b>	<b>\$1,516</b>	<b>\$1,822</b>	<b>\$2,274</b>
	Page Spread*	\$3,986	\$4,640	\$5,684
	1/2-Page Spread*	\$2,414	\$3,068	\$4,112
	Page*	\$1,993	\$2,429	\$3,124
	2/3*	\$1,531	\$1,967	\$2,662
	1/2*	\$1,207	\$1,643	\$2,338
	1/3*	\$806	\$1,015	\$1,350
	1/4*	\$637	\$846	\$1,181
<b>COVER</b>	Cover II:	n.a.	n.a.	\$3,436
	Cover III:	n.a.	n.a.	\$3,749
	Cover V:	n.a.	n.a.	\$3,905
<b>FEATURE ADS</b>	<input checked="" type="checkbox"/> <b>Feature (1-2)</b>	<b>\$240</b>	<b>\$300</b>	n.a.
	<input checked="" type="checkbox"/> <b>Feature (3-5)</b>	<b>\$230</b>	<b>\$290</b>	n.a.
	<input checked="" type="checkbox"/> <b>Feature (6+)</b>	<b>\$220</b>	<b>\$280</b>	n.a.
	<input checked="" type="checkbox"/> <b>Alpha</b>	<b>\$100</b>	n.a.	n.a.

\*The Blood-Horse magazine advertisers may be eligible for frequency discounts on these units.

**CALL 1 (800) 866-2361**

# Benefits of Advertising:

- Each year, more than 23,000 directories are distributed throughout North America and around the world.
- Your advertisement is contained in a bound book that is referenced for a full year.
- Each advertiser receives a complimentary copy of the directory.
- *The Blood-Horse Source* is the only reference publication of its kind in the industry.
- *The Blood-Horse Source* is published by Blood-Horse Publications, the industry's premier publisher.



## Early Bird Special! Act Now!

**Reserve your space by April 30 and SAVE 10%!**

### Deadlines:

Space Reservations: Fri., June 19, 2009

Materials Due: Fri., June 26, 2009

### Contact Us:

To find out how advertising in *The Blood-Horse Source* can help your farm or business get noticed and stand out in a crowded marketplace, contact:



**SHIRLEY DIEVERT**

**859.276.6779**

[sdievert@BloodHorse.com](mailto:sdievert@BloodHorse.com)  
KY/Southwest/Midwest/  
Canada/Europe



**JIM HURST**

**859.276.6778**

[jhurst@BloodHorse.com](mailto:jhurst@BloodHorse.com)  
KY/West Coast



**KRISTI HEASLEY**

**859.276.6782**

[kheasley@BloodHorse.com](mailto:kheasley@BloodHorse.com)  
KY/Southeast/Northeast/  
Mid-Atlantic

[advertise@BloodHorse.com](mailto:advertise@BloodHorse.com)

**1 (800) 866-2361 (Toll-Free)**

(859) 278-2361 (Local or outside U.S.)

**Fax: (859) 276-6706**



**Blood-Horse  
PUBLICATIONS**

Blood-Horse Publications, 3101 Beaumont Centre Circle, Lexington, KY 40513

For more information, visit: [BloodHorse.com/MediaKit](http://BloodHorse.com/MediaKit)