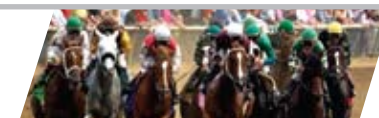



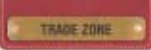


	Major Racing and Editorial Features	Special Advertising	Bonus Distribution	Sales Dates	Online Ad Opportunities
January 7 Ad Close: Dec. 27 Materials: Dec. 29	Santa Anita Opens Holiday race results from Santa Anita's opening weekend along with racing from Gulfstream including the Malibu S. (gr. I), La Brea S. (gr. I), Sir Beaufort S. (gr. IIT), Robert J. Frankel S. (gr. IIT), Mr. Prospector (gr. III), and Old Hat S. (gr. III). Feature on Kendall Hansen, a history of the Hopeful Stakes, and Avalyn Hunter on the stallion Include.	<i>Regional Sections:</i> Midwest/Canada	Keeneland January mixed sale in Lexington	Jan. 9-14: Keeneland January Horses of All Ages Sale in Lexington, KY. 859-254-3412. Jan. 17-18: Ocala Breeders' Sales Co. Winter Mixed Sale in Ocala, FL. 352-237-2154. Jan. 23-24: Barretts January Mixed Sale in Pomona, CA. 909-629-3099.	Call today to ask about availability! Banner Advertising Daily & Weekly Newsletters Photo Journalism Advertising Feature Video Sponsorships Race Replays & Contextual Race Results Advertising
January 14 Ad Close: Jan. 3 Materials: Jan. 5	Leading Sires of 2011 Leading Sire issue, featuring statistics and analysis of the 2011 leading sire, broodmare sire, juvenile, freshman, and second-crop sires. Stakes results from Gulfstream and Santa Anita including the San Pasqual S. (gr. II), Monrovia S. (gr. IIIT), Marshua's River S. (gr. IIIT), Sham S. (gr. III), and Daytona H. (gr. IIIT). Feature on Havre de Grace track.	<i>Regional Sections:</i> Northeast/Mid-Atlantic West Coast	Keeneland January mixed sale in Lexington OBS Winter mixed sale in Ocala Eclipse Awards Ceremony	Feb. 6: Fasig-Tipton Kentucky Winter Mixed Sale in Lexington, KY. 859-255-1555. Mar. 5: Barretts Selected 2-year-olds in Training Sale in Pomona, CA. 909-629-3099. Mar. 13-14: Ocala Breeders' Sales Co. Selected Sale of 2-year-olds in Ocala, FL. 352-237-2154.	Direct Email Campaigns – Reach over 115,000 Editorial Blog Sponsorships Custom Webcast Events
January 21 Ad Close: Jan. 10 Materials: Jan. 12	Eclipse Awards Issue Features on the Eclipse Award winners including the 2011 Horse of the Year. Coverage and analysis of the Keeneland January mixed sale. Graded stakes results of the Fort Lauderdale S. (gr. IIIT) and Hal's Hope S. (gr. III) from Gulfstream and the San Fernando S. (gr. II) from Santa Anita.	 National Stakes Condition Book Stallion Register Update  <i>Regional Sections:</i> Southeast/Southwest	Barretts January mixed sale in Pomona OBS Winter mixed sale in Ocala	Mar. 26: Fasig-Tipton Florida Sale of Selected 2-year-olds in Training in Hallandale Beach, FL. 305-626-3947. Apr. 5: Fasig-Tipton Texas 2-year-olds in Training Sale in Grand Prairie, TX. 972-262-0000.	Talkin' Horses Sponsorships Mobile Advertising Special Report Sponsorships
January 28 Ad Close: Jan. 17 Materials: Jan. 19	Graded Racing from Santa Anita and the Fair Grounds Q&A with Lonny Powell. Features on Aqueduct and Training the Progeny of Tapit. Racing coverage of the Palos Verdes S. (gr. II), La Canada S. (gr. II), and San Gabriel S. (gr. IIT) from Santa Anita and the Lecomte S. (gr. III) and Col. E.R. Bradley H. (gr. IIIT) from the Fair Grounds.	 Trade Zone: Breeding Deadline: Jan. 10		Apr. 9: Keeneland April 2-year-olds in training sale in Lexington, KY. 859-254-3412. Apr. 23-26: Ocala Breeders' Sales Co. Spring Sale of 2-year-olds in Ocala, FL. 352-237-2154.	



	Major Racing and Editorial Features	Special Advertising	Bonus Distribution	Sales Dates	Online Ad Opportunities
February 4 Ad Close: Jan. 24 Materials: Jan. 26	Breeding Incentives Feature on breeding incentives for attracting mare owners. Steve Haskin's Triple Crown Preview and the Derby Dozen. Graded stakes coverage of the Santa Monica S. (gr. I), Forward Gal S. (gr. II), Santa Ysabel S. (gr. III), and \$400,000 Holy Bull S. (gr. III) along with Sunshine Millions races from Gulfstream and Santa Anita, and the John B. Connally Turf Cup (gr. IIIT) from Sam Houston. Also the Withers S. (gr. III) and Toboggan S. (gr. III) from Aqueduct.	<i>Regional Sections:</i> Midwest/Canada Northeast/Mid-Atlantic	Fasig-Tipton Winter mixed sale in Lexington	Jan. 9-14: Keeneland January Horses of All Ages Sale in Lexington, KY. 859-254-3412. Jan. 17-18: Ocala Breeders' Sales Co. Winter Mixed Sale in Ocala, FL. 352-237-2154. Jan. 23-24: Barretts January Mixed Sale in Pomona, CA. 909-629-3099.	Call today to ask about availability! Banner Advertising Daily & Weekly Newsletters Photo Journalism Advertising Feature Video Sponsorships Race Replays & Contextual Race Results Advertising
February 11 Ad Close: Jan. 31 Materials: Feb. 2	Graded Stakes From Santa Anita Graded stakes coverage including the Robert B. Lewis S. (gr. II), Strub S. (gr. II), San Antonio S. (gr. II), and Arcadia S. (gr. IIT) from Santa Anita. Also results of the Sam F. Davis S. (gr. III) and Endeavour S. (gr. IIIT) from Tampa Bay Downs and the Louisiana Premier Night from Delta Downs and the \$100,000 Essex H. from Oaklawn. Feature on the Oak Tree association, profile on Ogden Phipps, and a story about Rapid Redux's connections.	<i>Regional Sections:</i> Southeast/West Coast		Feb. 6: Fasig-Tipton Kentucky Winter Mixed Sale in Lexington, KY. 859-255-1555. Mar. 5: Barretts Selected 2-year-olds in Training Sale in Pomona, CA. 909-629-3099. Mar. 13-14: Ocala Breeders' Sales Co. Selected Sale of 2-year-olds in Ocala, FL. 352-237-2154.	Direct Email Campaigns – Reach over 115,000 Editorial Blog Sponsorships Custom Webcast Events
February 18 Ad Close: Feb. 7 Materials: Feb. 9	G1 Donn Handicap Results from Gulfstream Graded stakes coverage from Gulfstream Park featuring the Donn H. (gr. I), Gulfstream Park Turf H. (gr. IT), Hutcheson S. (gr. II), Suwannee River S. (gr. IIIT), and the San Marcos S. (gr. IIT) from Santa Anita. Feature on the Panamanian Jockey School.	 Trade Zone: Science Behind Supplements Deadline: Jan. 31 <i>Regional Section:</i> Southwest		Mar. 26: Fasig-Tipton Florida Sale of Selected 2-year-olds in Training in Hallandale Beach, FL. 305-626-3947. Apr. 5: Fasig-Tipton Texas 2-year-olds in Training Sale in Grand Prairie, TX. 972-262-0000. Apr. 9: Keeneland April 2-year-olds in training sale in Lexington, KY. 859-254-3412.	Talkin' Horses Sponsorships Mobile Advertising Special Report Sponsorships
February 25 Ad Close: Feb. 14 Materials: Feb. 16	Juvenile Sales Preview Racing from Gulfstream includes the Gulfstream Park Sprint Championship (gr. II) and Hurricane Bertie S. (gr. III); Santa Anita's Santa Maria S. (gr. II) and San Vicente S. (gr. II); and Turf Paradise's Phoenix Gold Cup.	<i>Regional Sections:</i> Northeast/Mid-Atlantic		Apr. 23-26: Ocala Breeders' Sales Co. Spring Sale of 2-year-olds in Ocala, FL. 352-237-2154.	



	Major Racing and Editorial Features	Special Advertising	Bonus Distribution	Sales Dates	Online Ad Opportunities
March 3 Ad Close: Feb. 21 Materials: Feb. 23	Gulfstream's Fountain of Youth S. Graded stakes from Fair Grounds and Gulfstream Park includes the Fountain of Youth S. (gr. II), Risen Star S. (gr. II), Davona Dale S. (gr. II), Sabin S. (gr. III), The Very One S. (gr. III), Tampa Bay Derby (gr. III), Rachel Alexandra S. (gr. III), Fair Grounds H. (gr. III), and Mineshaft H. (gr. III). Also results of the Turf Paradise Derby, Sunland Park's Borderland Derby. Feature on strategies for buying 2-year-olds.	<i>Regional Sections:</i> Midwest/Canada	Barretts Selected 2YO Sale in Pomona	Jan. 9-14: Keeneland January Horses of All Ages Sale in Lexington, KY. 859-254-3412. Jan. 17-18: Ocala Breeders' Sales Co. Winter Mixed Sale in Ocala, FL. 352-237-2154. Jan. 23-24: Barretts January Mixed Sale in Pomona, CA. 909-629-3099.	Call today to ask about availability! Banner Advertising Daily & Weekly Newsletters Photo Journalism Advertising Feature Video Sponsorships Race Replays & Contextual Race Results Advertising Direct Email Campaigns – Reach over 115,000 Editorial Blog Sponsorships Custom Webcast Events Talkin' Horses Sponsorships Mobile Advertising Special Report Sponsorships
March 10 Ad Close: Feb. 28 Materials: Mar. 1	Grade 1 Racing Santa Anita Featuring the Big 'Cap Racing from Santa Anita includes the Santa Anita H. (gr. I), Frank E. Kilroe Mile (gr. IT), and Las Virgenes (gr. I); the Top Flight H. (gr. II), Gotham S. (gr. III), and Tom Fool H. (gr. III) from Aqueduct; and the Canadian Turf S. (gr. IIIT) from Gulfstream Park. Also results of the Maxxam Gold Cup from Sam Houston. Coverage of Barretts 2-year-old sale.	<i>Regional Section:</i> Southeast	OBS Selected 2YO sale in Ocala	Feb. 6: Fasig-Tipton Kentucky Winter Mixed Sale in Lexington, KY. 859-255-1555. Mar. 5: Barretts Selected 2-year-olds in Training Sale in Pomona, CA. 909-629-3099.	
March 17 Ad Close: Mar. 6 Materials: Mar. 8	The 32nd Renewal of the Tampa Bay Derby The Tampa Bay Derby (gr. II) heads Graded stakes results that include the Gulfstream Park H. (gr. II), Swale S. (gr. II), San Felipe S. (gr. II), Hillsborough S. (gr. IIIT), Honeybee S. (gr. III), Razorback H. (gr. III), Herecomes-thebride S. (gr. IIIT), Palm Beach S. (gr. IIIT), Las Flores S. (gr. III), and Cicada S. (gr. III). Personality profile on David Fawkes, trainer of Big Drama.	 Trade Zone: Feeding the "Hot" Performance Horse Deadline: Feb. 28 <i>Regional Section:</i> Southeast	OBS Selected 2YO sale in Ocala	Mar. 13-14: Ocala Breeders' Sales Co. Selected Sale of 2-year-olds in Ocala, FL. 352-237-2154. Mar. 26: Fasig-Tipton Florida Sale of Selected 2-year-olds in Training in Hallandale Beach, FL. 305-626-3947.	
March 24 Ad Close: Mar. 13 Materials: Mar. 15	Grade 1 Racing from Santa Anita Racing from Santa Anita includes the Santa Margarita H. (gr. I) and San Luis Rey S. (gr. IIT), plus Gulfstream's Inside Information S. (gr. II) and Honey Fox S. (gr. IIIT), Oaklawn's Rebel S. (gr. II) and Azeri S. (gr. III), and Aqueduct's Excelsior S. (gr. III). Feature on the state of racing in Texas and coverage of the OBS March sale.		Fasig-Tipton Florida Selected 2YO sale in Hallandale Beach	Apr. 5: Fasig-Tipton Texas 2-year-olds in Training Sale in Grand Prairie, TX. 972-262-0000. Apr. 9: Keeneland April 2-year-olds in training sale in Lexington, KY. 859-254-3412.	
March 31 Ad Close: Mar. 20 Materials: Mar. 22	Results of the \$800,000 Grade 3 Sunland Derby Graded stakes include Santa Anita's Santa Ana S. (gr. IIT) and Tokyo City Cup (gr. III); Gulfstream's Pan American S. (gr. IIIT); Turfway's Spiral S. (gr. III) and Bourbonette Oaks (gr. III); and the \$800,000 Sunland Derby (gr. III) along with the \$200,000 Sunland Park Oaks. Coverage of the Fasig-Tipton Florida 2-year-old sale.	<i>Regional Section:</i> Southwest	Fasig-Tipton Texas 2YO sale in Grand Prairie	Apr. 23-26: Ocala Breeders' Sales Co. Spring Sale of 2-year-olds in Ocala, FL. 352-237-2154.	



Account Executives



Shirley Dievert
859.276.6779
sdievert@BloodHorse.com
KY/Southwest/Midwest/Canada/Europe



Amanda K. Ramey
859.276.6748
aramey@BloodHorse.com
Classifieds



Ellen Lambertus
859.276.6847
elambertus@BloodHorse.com
West Coast



Terry Leffel
859.276.6818
tleffel@BloodHorse.com
Racetracks/Nat'l Associations



Kristi Heasley
859.276.6782
kheasley@BloodHorse.com
KY/Southeast//Northeast/Mid-Atlantic



Shelley Partridge
859.276.6780
spartridge@BloodHorse.com
National Product Ad Sales