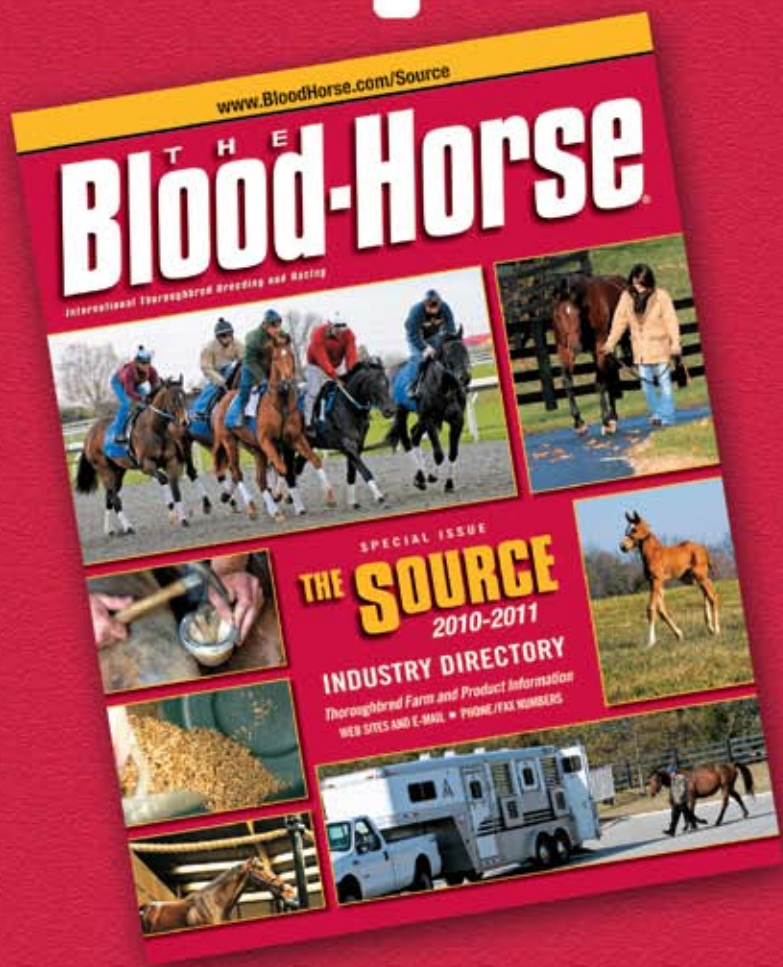


Advertise in the Thoroughbred Industry's ONLY Buying Guide & Directory



THE SOURCE

2010-2011



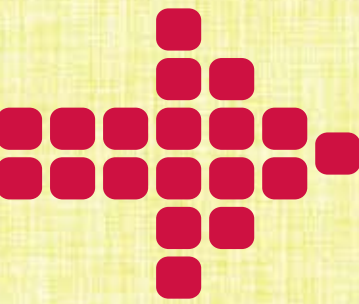
*We Connect
Buyers and Sellers!*

*One Low Price
for Year-Round Exposure!*

*Making it easy
for clients to find
your farm
or business
for nearly 25 years!*



**Respond before April 30
to receive
Early Bird Discounts**

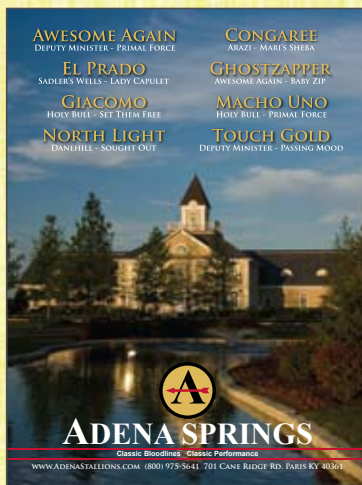


GET YOUR BUSINESS NOTICED..

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

The Blood-Horse Source

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

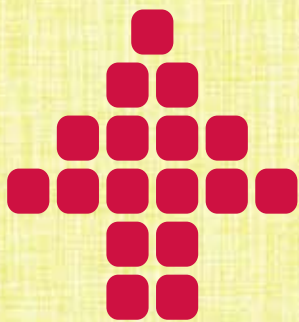
BE AN INDUSTRY LEADER!

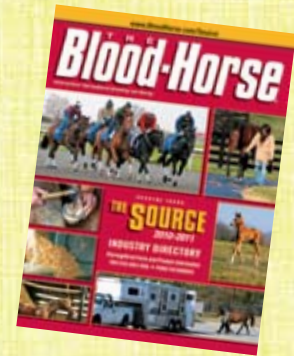
For the same cost as a weekly magazine advertisement in *The Blood-Horse*, your display ad will receive year-round exposure! This bargain is only offered once a year.



***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





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, HORSES
- APPAREL, HUMANS
- APPRAISERS
- ARCHITECTS/DESIGNERS
- ARENA SURFACES
- ART (ARTISTS & GALLERIES)
- ASSOCIATIONS/ORGANIZATIONS
- ATTORNEYS/LEGAL SERVICES
- AUCTIONEERS
- BARN EQUIPMENT/SUPPLIES
- BEDDING PRODUCTS
- BLOODSTOCK AGENT/AGENCIES
- BOARDING
- BOOKS/BOOK DEALERS
- BREAKING & TRAINING
- BREEDING EQUIPMENT/SUPPLIES
- BUILDERS/BUILDING SUPPLIES (FARM & RESIDENTIAL)
- CATALOGS
- COMPLEMENTARY THERAPIES/MODALITIES
- COMPUTER SOFTWARE
- CONFORMATION ANALYSIS
- CONSULTANTS
- 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
- GOVERNMENT LISTINGS
- GROOMING PRODUCTS/ EQUIPMENT
- HEALTH CARE & REHABILITATION PRODUCTS/SERVICES
- HOOF CARE PRODUCTS
- INSURANCE
- INTERNET SERVICES
- LABORATORIES/RESEARCH
- LANDSCAPING/FARM DEVELOPMENT
- MISCELLANEOUS
- NURSE MARES
- PAINT CONTRACTORS/SUPPLIES
- PEDIGREE RESEARCH
- PEST/INSECT CONTROL
- PHOTOGRAPHY
- PUBLICATIONS/MAGAZINES
- QUARANTINE FACILITIES
- RACE TRACKS
- RACING PARTNERSHIPS/SYNDICATIONS
- RACING SILKS
- 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
- TRAVEL/TOURS/VACATIONS
- VETERINARIAN PRODUCTS (IMAGING EQUIPMENT)
- 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
- WEB DESIGN
- WELFARE/RESCUE ORGANIZATIONS

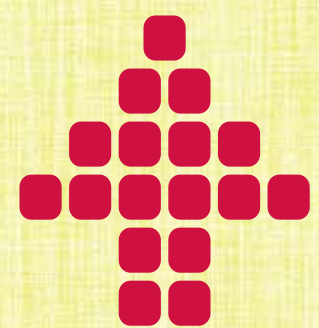


Affordable rates to fit any budget:

	BW	2/C	4/C	
DISPLAY ADS	✓ FARM PROFILE	\$1,516	\$1,822	\$2,274
	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
1/6*	\$433	\$642	\$977	
FEATURE ADS	✓ Feature (1-2)	\$240	\$300	n.a.
	✓ Feature (3-5)	\$230	\$290	n.a.
	✓ Feature (6+)	\$220	\$280	n.a.
	✓ Alpha	\$100	n.a.	n.a.

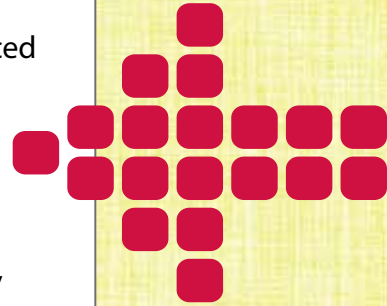
*The Blood-Horse magazine advertisers may be eligible for frequency discounts on these units.

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 to Receive a Discount!

Deadlines:

Space Reservations: **Fri., June 24, 2010**

Materials Due: **Fri., July 1, 2010**

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:



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sdievert@BloodHorse.com
KY/Southwest/Midwest/
Canada/Europe



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KY/West Coast



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Mid-Atlantic



TERRY LEFFEL
859.276.6818
tleffel@BloodHorse.com
National Product Ad Sales

advertise@BloodHorse.com



1 (800) 866-2361 (Toll-Free)
(859) 278-2361 (Local or outside U.S.)
Fax: (859) 276-6706

Blood-Horse Publications, 3101 Beaumont Centre Circle, Lexington, KY 40513
For more information, visit: BloodHorse.com/MediaKit