

Year in and year out,
more horsemen choose
the *Stallion Register*.
Keep your stallions
in front of broodmare
owners throughout the
breeding season.

MARK THESE
DEADLINE DATES
ON YOUR CALENDAR

Early Bird Deadline: Tues., Sept. 8, 2009
Placement Deadline: Fri., Oct. 16, 2009
Materials Deadline: Fri., Nov. 13, 2009

**A QUICK STALLION REFERENCE
COMPARISON**



*Thoroughbred Times is a registered trademark of Thoroughbred Times, Inc.

- Distributed to thousands more potential readers.
- Distributed to more than 23,000 subscribers to *The Blood-Horse*,* owners of more than 50,000 broodmares, coast-to-coast and overseas.
- Distributed to every member of Thoroughbred Owners and Breeders Association (TOBA)—owners of more than \$1.3 billion in racing and breeding stock.
- Distributed to the largest share of international subscribers.

*Source: BPA Publication Circulation Statement for the 6-month period ending December 2008. The *Blood-Horse* average total qualified circulation: 23,569.

Contact your *Blood-Horse* account executive now to take advantage of our special **EARLY BIRD OFFER** and to discuss the best options for your stallions

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THE BLOOD-HORSE
International Thoroughbred Breeding and Racing
December 1, 2009/\$50

**STALLION
REGISTER
FOR 2010**



- ✓ Largest, most complete, most widely-distributed printed stallion reference!
- ✓ Mailed free to the largest paid circulation in the industry.
- ✓ Combine the power of print with the speed of the web. The Online Register is continually updated with new stats and video.
- ✓ More picture pages, more stat pages, more stallions.
- ✓ When you can only choose ONE, make sure it's the right one!

Lexington (1850-75)
Painted by Edward Troye

INSIDE: **EARLY BIRD SPECIAL** Details. Discover how to get FREE eye-catching reprints! (A \$320 value!)

Celebrating our 75th Anniversary 1935-2010

THE BLOOD-HORSE STALLION REGISTER: The foundation of successful stallion promotion. More stallions. More stat pages. More picture pages. Unbeatable reach.

Last year more than 170 farms (and even more owners) across the industry chose *The Blood-Horse Stallion Register* to gain a competitive edge and give their stallions maximum exposure. *The Stallion Register* and Stallion Register Online are the definitive sources for breeders who are making those important breeding decisions. With the combined reach of the industry's preferred print and online stallion references, the *Stallion Register* and Stallion Register Online offer you the industry's most visible and valuable tools for booking your stallions.

NEW for 2010



NORTH AMERICAN RACE VIDEOS

For young sires with no foals of racing age, we are adding video of their races (where available) for North American races. In addition, the top performers on a stallion's page will also have a link to their North American races (where available).

Choose from our **BASIC, DELUXE, or MULTIMEDIA** options

BASIC — Black/White Statistical Page

SMART STRIKE

3, 1992 10/21/10 16.0

Smart Strike is a 16-year-old stallion, bred by Mr. Prospector, who stands at \$1,387 per year, 3-year contract rate. He is the sire of 16 SWs and 25 Stakes Horses in 2007. He is the sire of 51 SWs, 9 Stakes Horses, and Seven Champions in 2008. He is the sire of 100 SWs, 15 Stakes Horses, and Seven Champions in 2009. He is the sire of 100 SWs, 15 Stakes Horses, and Seven Champions in 2010.

STAT ANALYSIS

Year	SWs	Stakes Horses	Champions
2007	16	25	0
2008	51	9	7
2009	100	15	7
2010	100	15	7

DELUXE — Black/White Statistical Page + Picture Page

SMART STRIKE

3, 1992 10/21/10 16.0

Smart Strike is a 16-year-old stallion, bred by Mr. Prospector, who stands at \$3,449 per year, 3-year contract rate. He is the sire of 16 SWs and 25 Stakes Horses in 2007. He is the sire of 51 SWs, 9 Stakes Horses, and Seven Champions in 2008. He is the sire of 100 SWs, 15 Stakes Horses, and Seven Champions in 2009. He is the sire of 100 SWs, 15 Stakes Horses, and Seven Champions in 2010.

STAT ANALYSIS

Year	SWs	Stakes Horses	Champions
2007	16	25	0
2008	51	9	7
2009	100	15	7
2010	100	15	7

SMART STRIKE

NORTH AMERICA'S LEADING SIRE IN 2007

Sire of 16 SWs and 25 Stakes Horses in 2007 incl. 2007 Breeders' Cup Classic (G1) Winner **CURLIN** (\$5,102,800), 1st Freehanded S. (G1), Jockey Club Gold Cup (G1), 2nd Belmont S. (G1), 3rd Kentucky Derby (G1)

2007 Breeders' Cup Turf (G1) winner **ENGLISH CHANNEL** (\$5,319,028)

Mr. Prospector's Leading Son in 2007, 2006, 2005 & 2004

Sire of 51 SWs, 9 Stakes Horses, and Seven Champions

2008 FEE: \$150,000 LIVE FOAL

LANE'S END

Mr. Prospector's Leading Son in 2007, 2006, 2005 & 2004

MULTIMEDIA — Black/White Statistical Page + Picture Page + Online Page

SMART STRIKE

3, 1992 10/21/10 16.0

Smart Strike is a 16-year-old stallion, bred by Mr. Prospector, who stands at \$4,044 per year, 3-year contract rate. He is the sire of 16 SWs and 25 Stakes Horses in 2007. He is the sire of 51 SWs, 9 Stakes Horses, and Seven Champions in 2008. He is the sire of 100 SWs, 15 Stakes Horses, and Seven Champions in 2009. He is the sire of 100 SWs, 15 Stakes Horses, and Seven Champions in 2010.

STAT ANALYSIS

Year	SWs	Stakes Horses	Champions
2007	16	25	0
2008	51	9	7
2009	100	15	7
2010	100	15	7

SMART STRIKE

NORTH AMERICA'S LEADING SIRE IN 2007

Sire of 16 SWs and 25 Stakes Horses in 2007 incl. 2007 Breeders' Cup Classic (G1) Winner **CURLIN** (\$5,102,800), 1st Freehanded S. (G1), Jockey Club Gold Cup (G1), 2nd Belmont S. (G1), 3rd Kentucky Derby (G1)

2007 Breeders' Cup Turf (G1) winner **ENGLISH CHANNEL** (\$5,319,028)

Mr. Prospector's Leading Son in 2007, 2006, 2005 & 2004

Sire of 51 SWs, 9 Stakes Horses, and Seven Champions

2008 FEE: \$150,000 LIVE FOAL

LANE'S END

Mr. Prospector's Leading Son in 2007, 2006, 2005 & 2004

ASK ABOUT OUR NEW VIDEO OPTION

BASIC: Ideal for advertisers on a limited budget. Includes black/white statistical page highlighting your stallion's strongest selling points, exhaustively researched and written by experienced professionals. Price: \$1,387. (Per year, 3-year contract rate.)

DELUXE: An eye-catching print presentation including black/white statistical page, PLUS a four-color, attention-grabbing photograph. A lasting image for your stallion(s). Price: \$3,449. (Per year, 3-year contract rate.)

MULTIMEDIA PACKAGE: The total solution and the best way to promote your stallions. Provides maximum exposure. Includes black/white statistical page highlighting your stallion's strongest selling points, a four-color, attention-grabbing photograph, and a comprehensive Stallion Register Online page including video available around the clock on StallionRegister.com. **Simply put, our multimedia package is the "gold standard" in stallion advertising.** Price: \$4,044. (Per year, 3-year contract rate.)

NO RATE INCREASE FOR 2010!

StallionRegister.com

YOUR STALLION'S NEXT BOOKING COULD BE JUST A CLICK AWAY!

THE INDUSTRY'S ONE-STOP RESOURCE FOR MAKING BETTER BREEDING DECISIONS.

StallionRegister.com—the industry's preferred online stallion reference—offers breeders and pedigree researchers the industry's most in-depth, searchable online directory of thousands of Thoroughbred stallions, as well as sire lists, reports of mares bred, real-time auction results, and up-to-date breeding news. Other features include:

- More than 1.2 million stallion page views this past breeding season.
- Nearly 10,000 average page views per day.
- Stallion's name hyperlinked to his SRO page in BloodHorse.com editorial references.
- Daily and weekly updated statistics.
- Popular Stallion Comparison Tool.
- FREE Jockey Club Equineline.com summaries.
- Convenient hyperlinks to race charts and recaps, farm Web sites, and e-mail addresses.
- StallionRegister.com page purchasers also enjoy "rise to the top" status in stallion research results, and a revolving featured stallion spotlight on the StallionRegister.com home page.
- Race replays and advertiser supplied video.

Includes A, A+, and A++ TrueNicks ratings for stakes winners. Ratings are continually calculated to reflect the latest Thoroughbred racing results. For more information on TrueNicks, visit TrueNicks.com.



When you add video to your stallion marketing strategy, watch what happens!

Benefits:

- Stallion Register Online clients can purchase/enjoy online video placement on their stallion(s) respective SRO pages. (You provide the video.)
- Videos can include race footage, interviews, commercials, etc. and are not restricted to just conformation/walking video format.
- Videos may be changed out as often as you would like throughout the year.
- Videos are presented in a custom video player along with the stallion's conformation photo.
- All stallions with video will be listed in a special Video Index reference page.
- You will also be able to place the video player on your own Web site.
- All stallion videos will also be included in a special video gallery presented on BloodHorse.com.
- The Stallion Video Gallery will be prominently promoted on the home page of BloodHorse.com, the SRO home page, and the BloodHorse.com Breeding Channel. Additional promotion of the Video Gallery will be presented in *Blood-Horse* magazine, BloodHorse.com Daily Newsletter, other newsletters, and through a formal press release.
- Production services available upon request for clients who do not have current video on their stallions.



Affordable Rates:

Individual video: Only \$295 per stallion seen on StallionRegister.com and BloodHorse.com.

StallionRegister.com Video and Banner Advertising in BloodHorse.com Video Gallery: \$445 per stallion.

FREE REPRINTS* — A \$320 VALUE!

Each Picture Page/Statistical Page purchaser will receive—free of charge—500 single page promotional mailing pieces, printed front and back, with your stallion's statistical and picture page information. Ideal for direct mail, handouts, and distribution at sales.

* For new contracts booked by 9/8/09