

TARGETED PACKAGES! AFFORDABLE RATES!

Package	# Sales	Books	Types	States	Four Color		Black & White		Four Color		
					Half-Page	Full-Page	Half-Page	Full-Page	Cover 2	Cover 3	Cover 4
A All Sales	25	44	YRLG, 2YO, MXD	CA, FL, KY, MD, NY, TX	\$ 3,366	\$ 4,290	\$ 1,386	\$ 2,310	\$ 11,000	\$ 11,000	\$ 14,300
B All Yearling	8	16	YRLG	CA, FL, KY, MD, NY, TX	\$ 1,518	\$ 2,050	\$ 798	\$ 1,330	\$ 4,560	\$ 4,560	\$ 6,000
C All 2-Year-Old	10	11	2YO	CA, FL, KY, MD, TX	\$ 1,114	\$ 1,526	\$ 619	\$ 1,031	\$ 3,135	\$ 3,135	\$ 4,076
D All Mixed	7	17	MXD	FL, KY, MD	\$ 1,645	\$ 2,231	\$ 880	\$ 1,466	\$ 4,845	\$ 4,845	\$ 6,299
E All Yearling + 2YO	18	27	YRLG, 2YO	CA, FL, KY, MD, NY, TX	\$ 2,359	\$ 3,121	\$ 1,144	\$ 1,906	n.a.	n.a.	n.a.
F All Yearling + MXD	15	33	YRLG, MXD	CA, FL, KY, MD, NY, TX	\$ 2,764	\$ 3,616	\$ 1,279	\$ 2,131	n.a.	n.a.	n.a.
G All 2YO + MXD	17	28	2YO, MXD	CA, FL, KY, MD, TX	\$ 2,478	\$ 3,290	\$ 1,218	\$ 2,030	n.a.	n.a.	n.a.
H All California	3	3	YRLG, 2YO	CA	\$ 322	\$ 446	\$ 187	\$ 311	n.a.	n.a.	n.a.
I All Florida	8	11	YRLG, 2YO, MXD	FL	\$ 1,114	\$ 1,526	\$ 619	\$ 1,031	n.a.	n.a.	n.a.
J All Kentucky	8	24	YRLG, 2YO, MXD	KY	\$ 2,136	\$ 2,840	\$ 1,056	\$ 1,760	n.a.	n.a.	n.a.
K All Maryland	3	3	YRLG, 2YO, MXD	MD	\$ 360	\$ 510	\$ 225	\$ 375	n.a.	n.a.	n.a.
L All Texas	2	2	YRLG, 2YO	TX	\$ 240	\$ 340	\$ 150	\$ 250	n.a.	n.a.	n.a.
M Individual Sale	1	1	n.a.	n.a.	n.a.	\$ 195	n.a.	\$ 125	\$ 300	\$ 300	\$ 400

PACKAGE 1: ALL SALES					PACKAGE B: ALL YEARLING SALES					PACKAGE D: ALL MIXED SALES					PACKAGE J: ALL KENTUCKY				
Sale Co.	State	Month	Type	Books	Sale Co.	State	Month	Type	Books	Sale Co.	State	Month	Type	Books	Sale Co.	State	Month	Type	Books
FT	KY	Jul-09	YRLG	1	FT	KY	Jul-09	YRLG	1	OBS	FL	Oct-09	MIXED	2	FT	KY	Jul-09	YRLG	1
OBS	FL	Aug-09	YRLG	2	OBS	FL	Aug-09	YRLG	2	FT	KY	Nov-09	MIXED	1	KEE	KY	Sep-09	YRLG	8
FT	NY	Aug-09	YRLG	1	FT	NY	Aug-09	YRLG	1	KEE	KY	Nov-09	MIXED	8	FT	KY	Oct-09	YRLG	1
FT	TX	Aug-09	YRLG	1	FT	TX	Aug-09	YRLG	1	FT	MD	Dec-09	MIXED	1	FT	KY	Nov-09	MIXED	1
KEE	KY	Sep-09	YRLG	8	KEE	KY	Sep-09	YRLG	8	OBS	FL	Jan-10	MIXED	1	KEE	KY	Nov-09	MIXED	8
BAR	CA	Oct-09	YRLG	1	BAR	CA	Oct-09	YRLG	1	KEE	KY	Nov-09	MIXED	3	KEE	KY	Jan-10	MIXED	3
FT	MD	Oct-09	YRLG	1	FT	KY	Oct-09	YRLG	1	FT	KY	Feb-10	MIXED	1	FT	KY	Feb-10	MIXED	1
FT	KY	Oct-09	YRLG	1	FT	MD	Oct-09	YRLG	1										
OBS	FL	Oct-09	MIXED	2															
FT	KY	Nov-09	MIXED	1															
KEE	KY	Nov-09	MIXED	8															
FT	MD	Dec-09	MIXED	1															
OBS	FL	Jan-10	MIXED	1															
KEE	KY	Jan-10	MIXED	3															
FT	KY	Feb-10	MIXED	1															
OBS	FL	Feb-10	2YO	1															
BAR	CA	Mar-10	2YO	1															
FT	FL	Mar-10	2YO	1															
OBS	FL	Mar-10	2YO	1															
FT	TX	Mar-10	2YO	1															
OBS	FL	Apr-10	2YO	2															
KEE	KY	Apr-10	2YO	1															
BAR	CA	May-10	2YO	1															
FT	MD	May-10	2YO	1															
OBS	FL	Jun-10	2YO	1															

Other Packages	
E	All Yearling + 2YO
F	All Yearling + MXD
G	All 2YO + MXD
M	Individual Sales

DEADLINES		
	Space	Materials
First Yearling Sale	June 15	June 22, 2009
First Mixed Sale	Aug. 31	Sept 7, 2009
First Two-Year-Old Sale	Jan. 1	Jan. 8, 2010

AD DIMENSIONS	
Trim Size	5.5" x 8.5"
Bleed Size	5.75" x 8.75"
Image Area	4.5" x 8"
Line Screen	133 minimum



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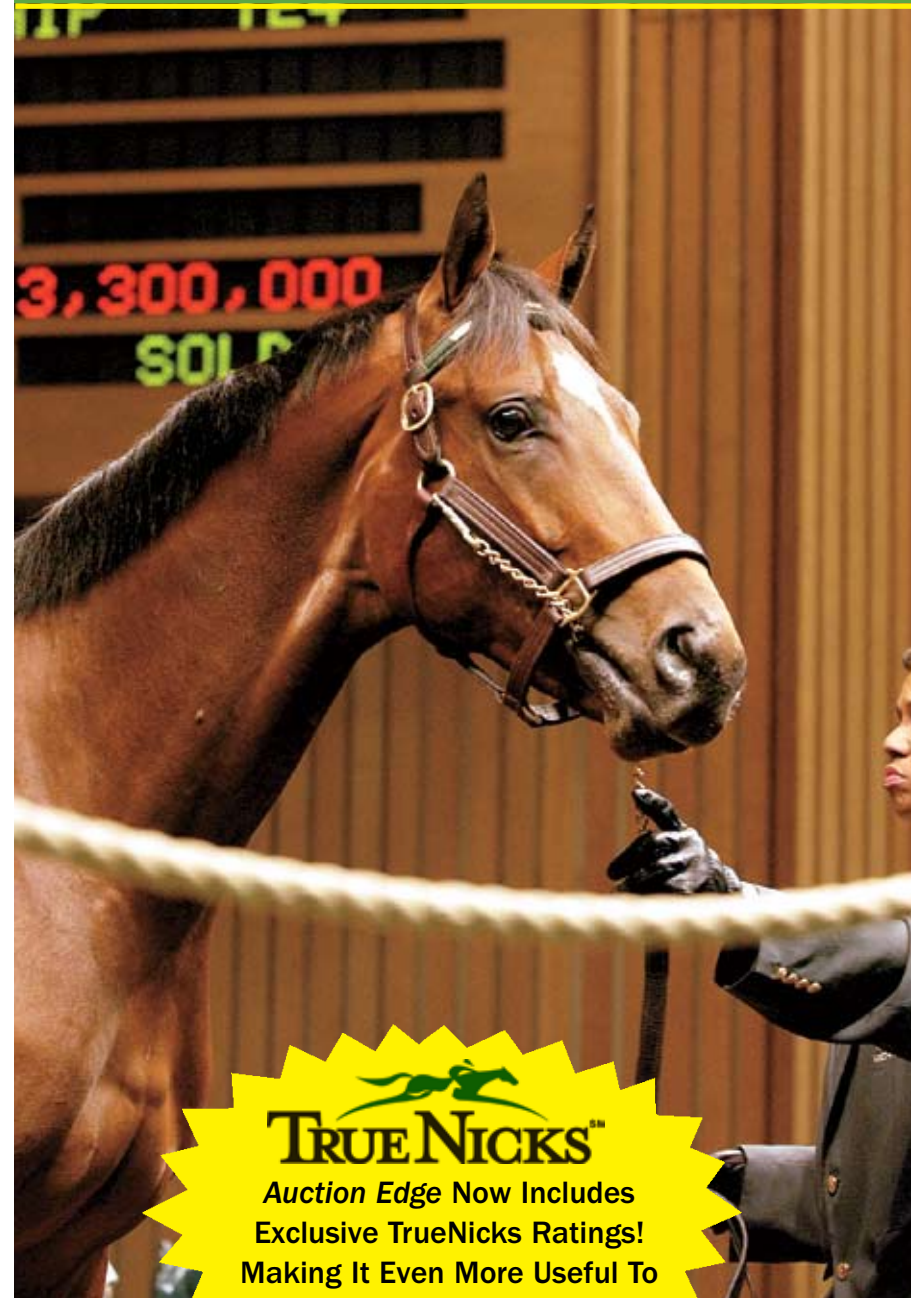
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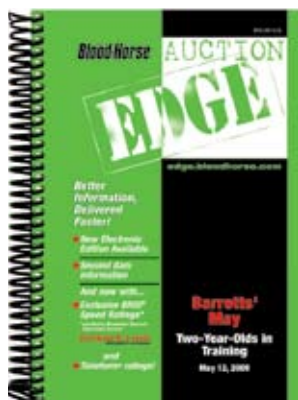


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✓ **FLEXIBLE ADVERTISING. ONLY IN AUCTION EDGE...**

NEW FEATURE! CHANGE YOUR AD AT ANY TIME FOR ANY SALE! Did you know that you can adjust your ad for different editions all year long without paying any more? You can promote your consignment or highlight your stallions or services. Unlike other buyer's guides, *Auction Edge* lets you change your ad anytime during the year to keep your message fresh and timely.

✓ **AFFORDABLE AD RATES.**

THAT'S DEFINITELY A REASON TO ADVERTISE IN AUCTION EDGE.

Advertising packages start as low as \$150. Where else can you enjoy such high-profile, targeted exposure while reaching such a key decision-making audience, for such a low price?

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ANOTHER BENEFIT OF ADVERTISING IN AUCTION EDGE.

When you advertise in *Auction Edge* you will receive a complimentary one-inch banner advertisement on various right-hand editorial pages located throughout the book to increase your total exposure and help drive home your company's marketing message. Frequency advertising is proven effective and another reason *Auction Edge* should definitely be included in your annual marketing plans.

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