

GENERAL ADVERTISING RATES

Frequency	1X	3X	6X	12X	24X	36X	52X
BLACK & WHITE *							
SPREAD	\$3,949	\$3,832	\$3,721	\$3,619	\$3,518	\$3,427	\$3,340
PAGE	\$1,971	\$1,913	\$1,857	\$1,804	\$1,756	\$1,710	\$1,667
2/3 PAGE	\$1,557	\$1,510	\$1,465	\$1,425	\$1,388	\$1,352	\$1,316
1/2 PAGE	\$1,244	\$1,206	\$1,171	\$1,137	\$1,108	\$1,080	\$1,053
1/3 PAGE	\$850	\$824	\$799	\$779	\$758	\$737	\$720
1/4 PAGE	\$673	\$651	\$631	\$616	\$598	\$581	\$568
1/6 PAGE	\$459	\$443	\$430	\$418	\$407	\$396	\$388
1 COLUMN INCH	\$101	\$99	\$97	\$94	\$92	\$91	\$87

PROCESS TWO-COLOR							
SPREAD	\$4,570	\$4,452	\$4,341	\$4,239	\$4,139	\$4,048	\$3,961
PAGE	\$2,385	\$2,327	\$2,271	\$2,218	\$2,170	\$2,124	\$2,080
2/3 PAGE	\$1,971	\$1,924	\$1,879	\$1,839	\$1,802	\$1,766	\$1,730
1/2 PAGE	\$1,657	\$1,619	\$1,585	\$1,551	\$1,522	\$1,494	\$1,467
1/3 PAGE	\$1,263	\$1,238	\$1,213	\$1,193	\$1,172	\$1,150	\$1,133
1/4 PAGE	\$1,086	\$1,065	\$1,045	\$1,029	\$1,011	\$995	\$981
1/6 PAGE	\$873	\$857	\$844	\$831	\$821	\$810	\$802

PROCESS FOUR-COLOR							
SPREAD	\$5,561	\$5,443	\$5,333	\$5,130	\$5,231	\$5,039	\$4,952
PAGE	\$3,046	\$2,988	\$2,932	\$2,879	\$2,831	\$2,785	\$2,741
2/3 PAGE	\$2,632	\$2,585	\$2,540	\$2,500	\$2,463	\$2,427	\$2,391
1/2 PAGE	\$2,318	\$2,280	\$2,245	\$2,212	\$2,183	\$2,155	\$2,128
1/3 PAGE	\$1,924	\$1,898	\$1,874	\$1,854	\$1,832	\$1,811	\$1,794
1/4 PAGE	\$1,747	\$1,726	\$1,706	\$1,690	\$1,672	\$1,656	\$1,642
1/6 PAGE	\$1,534	\$1,518	\$1,504	\$1,492	\$1,482	\$1,471	\$1,463

* See **Additional Rate Information and Mechanical Charges.** Cover Rates: Available Upon Request.
General advertising rates effective with the issue of September 4, 2004. Last revised September 7, 2002. Subject to change with four weeks notice.

GENERAL INFORMATION

The *Blood-Horse* is published weekly, dated Saturday, and issued the preceding Tuesday. Special editions are also published in July (*The Blood-Horse Source*) and December (*The Blood-Horse Stallion Register*).

Unless specific permission is granted, space reservations and finished advertising material must be received at *The Blood-Horse* according to the following schedule:

- All space reservations: By Tuesday, 5:00 p.m. Eastern Standard Time, 11 days prior to cover date.
- Digital files and materials: By Thursday, noon, 9 days prior to cover date.

Insertion orders can be FAXed to: (859) 276-6706. Insertion orders and/or advertising materials can be:

Mailed to:	Express deliveries should be directed to:
The Blood-Horse	The Blood-Horse
PO Box 919003	3101 Beaumont Centre Cir.
Lexington, KY 40591-9003	Lexington, KY 40513

PRINT/ONLINE CLASSIFIED ADS

Rates: \$86 per inch, one inch minimum. \$76 per inch for three to 11 insertions. \$66 per inch for 12 or more insertions. Deadline: Noon, Wednesday of week prior to cover date. For use of *The Blood-Horse* box number: \$15. Prepayment required.

Visit <http://classifieds.bloodhorse.com> to submit your By-The-Word classified advertising.

ADDITIONAL RATE INFORMATION

Frequency rate discounts are determined by the number of insertions used by one advertiser during a 12-month period from the date of the first insertion. Spreads are counted as two insertions.

Special guaranteed positions carry the space rate, plus 15% premium. Streamers, two inches deep by three columns wide, are accepted for placement at the bottom of pages; this is considered a special position, and therefore carries the 15% rate premium. There is no additional charge for bleed advertisements.

Black-and-white space rates provide for one color (black). Additional color charges, per insertion, are:

Two-color (process):	\$414
Three-color (process):	\$744
Four-color (process):	\$1,075
Five-color (4 process + 1 PMS Basic):	\$1,645
Six-color (4 process + 2 PMS Basic):	\$2,222
Match PMS ink surcharge:	\$168
Metallic ink surcharge:	\$173
Bleed:	N/C

Color charges are discounted for spreads as follows: advertisers are billed a full color charge for one page, and 50% of the color charge for the facing page. For the same extra color(s) on five or more consecutive pages the full color charge will apply to the first page, and 50% color charge will apply to each succeeding page.

MECHANICAL REQUIREMENTS

The *Blood-Horse* is printed using an offset process, with perfect binding. Trim size: 8 1/8" x 10 7/8"; bleed size: 8 3/8" x 11 1/8"; image safety area 7" x 10". Advertisers who place copy or artwork outside of this image area, do so at their own risk as information could be lost in the trimming process. There are three columns to the standard page, each 2 1/4" wide. In the Stakes Winners Section, there are two columns to the page, each 3 3/8" wide. For full bleed, allow 1/8" on each side, top and bottom. Copy for bleed pages should not exceed the image area. For spreads bleeding across the gutter, allow 1/8" for each page for bindery grind off.

DIGITAL AD SPECIFICATIONS

Complete digital specifications can be found at: www.tbhpublications.com/advertising

PREFERRED FORMAT: We have a Mac based workflow. The preferred format for digital advertising files is QuarkXpress, In Design, or PDF. Files supplied in Illustrator, Freehand, PhotoShop, PC QuarkXpress and PageMaker formats are also acceptable, however advertisements furnished in these formats may incur conversion charges. An accurate proof must be provided. Photos and images should be scanned at 300 dpi. Advertisements furnished as film will incur copy-dot scanning and proofing fees as follows: \$11.00 per negative plus \$30.00 per advertisement, regardless of size.

SPREADS: Our workflow system requires spreads be set up as 2 single pages. If not setup in this manner, computer charges will be assessed for the time to change the format.

FONTS: All files must be accompanied by fonts. Type 1 fonts are preferred, please include screen and printer fonts. Fonts for PC files will be substituted with the Mac font equivalent.

PHOTOS: All photos must be 300 dpi in cmyk. Advertiser will incur computer time charges if photo is converted to cmyk for output.

TRAPPING: In your ad layout application we require "NONE" as the selection for all image backgrounds. This is required for proper trapping of your ad as it is sent through our CTP software.

SOFTWARE: ■ QuarkXpress ■ In Design ■ Illustrator ■ Freehand ■ PageMaker ■ Photoshop

GRAPHICS FORMAT: ■ Tiff ■ Bitmap ■ Photoshop EPS ■ EPS (NOTE: In all Illustrator and Freehand EPS's text should be converted to outlines or fonts supplied. All colors converted to cmyk. All linked images must be sent as well.)

■ JPEG (NOTE: Charges for computer time will be incurred for converting image to a 4-color tiff.)

ACCEPTED DISC MEDIA:

- 3.5" Floppy
- CD-ROM
- Zip (100 or 250 MB)
- DVD

ELECTRONIC TRANSMISSIONS: Fax a hard copy of the ad along with the name and extension of the file(s), to 859.276.6706.

File names should be as short as possible and contain only alpha-numerical characters. Avoid blank spaces and punctuation marks.

Small files, no larger than 1 mb, can be sent e-mail to: production@bloodhorse.com

Larger files can be sent via FTP using a FTP client or your web browser. With a web browser enter the following URL:

<ftp://production.pogo051@ftp.bloodhorse.com>

With a FTP client such as Fetch, enter the following information:

HOST: <ftp.bloodhorse.com>
USERNAME: production
PASSWORD: pogo051

PRODUCTION INQUIRIES

Jeff Burkhardt
Technical CTP Specialist
859-276-6712
jburkhardt@bloodhorse.com

Rachel Thomas
Director of Production
859-276-6764
rthomas@bloodhorse.com

Steve Sheridan
Production Assistant
859-276-6720
ssheridan@bloodhorse.com

Customer Service, Fax Number 859-276-6706.

Materials received after 5:00 p.m. Thursday will incur the following charges: Digital material will require a processing charge of \$50.00; film material will require an additional overnight delivery charge of \$50.00. ABSOLUTELY no ads will be processed on Monday.



CONTRACT AND RATE CONDITIONS

All advertising contracts are accepted subject to the terms and provisions of the current rate card, and no waiver or modification is binding upon *The Blood-Horse* unless in writing and approved by the Publisher.

The *Blood-Horse* shall be subject to no liability for failure to publish or circulate any advertising because of accidents, fires, work stoppages, dilatory postal delivery, acts of God, or other circumstances beyond the control of *The Blood-Horse*.

Insertion orders are binding on the advertiser at issue closing date and may not be canceled thereafter, but *The Blood-Horse* reserves the unrestricted right to reject any advertising at any time. Failure by *The Blood-Horse* to publish advertising matter invalidates the insertion order for such matter, but shall not constitute a breach of contract nor affect any earned discount.

All advertising must be clearly identified as such by inclusion of a trademark, logotype, or name of the advertiser, or the word "advertisement" shall be printed at the top and bottom of such advertisement. Any advertisement that mimics editorial layout is subject to review, and shall be clearly labeled as "advertisement." *The Blood-Horse* expressly reserves the right not to publish any advertisement which, in the opinion of the Publisher, is inappropriate.

All advertising claims or assertions must be supported by documentary evidence, and if put in question by *The Blood-Horse*, the burden of proof rests with the advertiser and his agent. *The Blood-Horse* relies on statistics furnished by The Jockey Club Information Systems and *Daily Racing Form* for verification.

All advertising is accepted only upon representation of the advertising agency and the advertiser that each of them is authorized to publish the entire content of the advertisement, and that the advertiser has the right to, and is capable of, selling or providing, timely, the product or service advertised at the price advertised. In consideration for publication of an

advertisement, the advertiser and advertising agency, jointly and severally, agree to indemnify and save harmless *The Blood-Horse* and staff members from and against any loss, liability, and expense, including reasonable attorney fees, incurred by reason of any claim that may arise out of publication of such advertisement.

PAYMENTS AND COMMISSIONS

Advertising accounts are billed on the last day of the month of insertion, net due payable within 10 days with no discount. A 1.5% monthly service charge (APR of 18.0%) is added to the unpaid balance of accounts due after 30 days. The advertiser and agent are jointly and severally liable for payment of accounts to *The Blood-Horse*. If payment is not received within 90 days of billing from an agent, the corresponding advertiser shall be billed directly by *The Blood-Horse*.

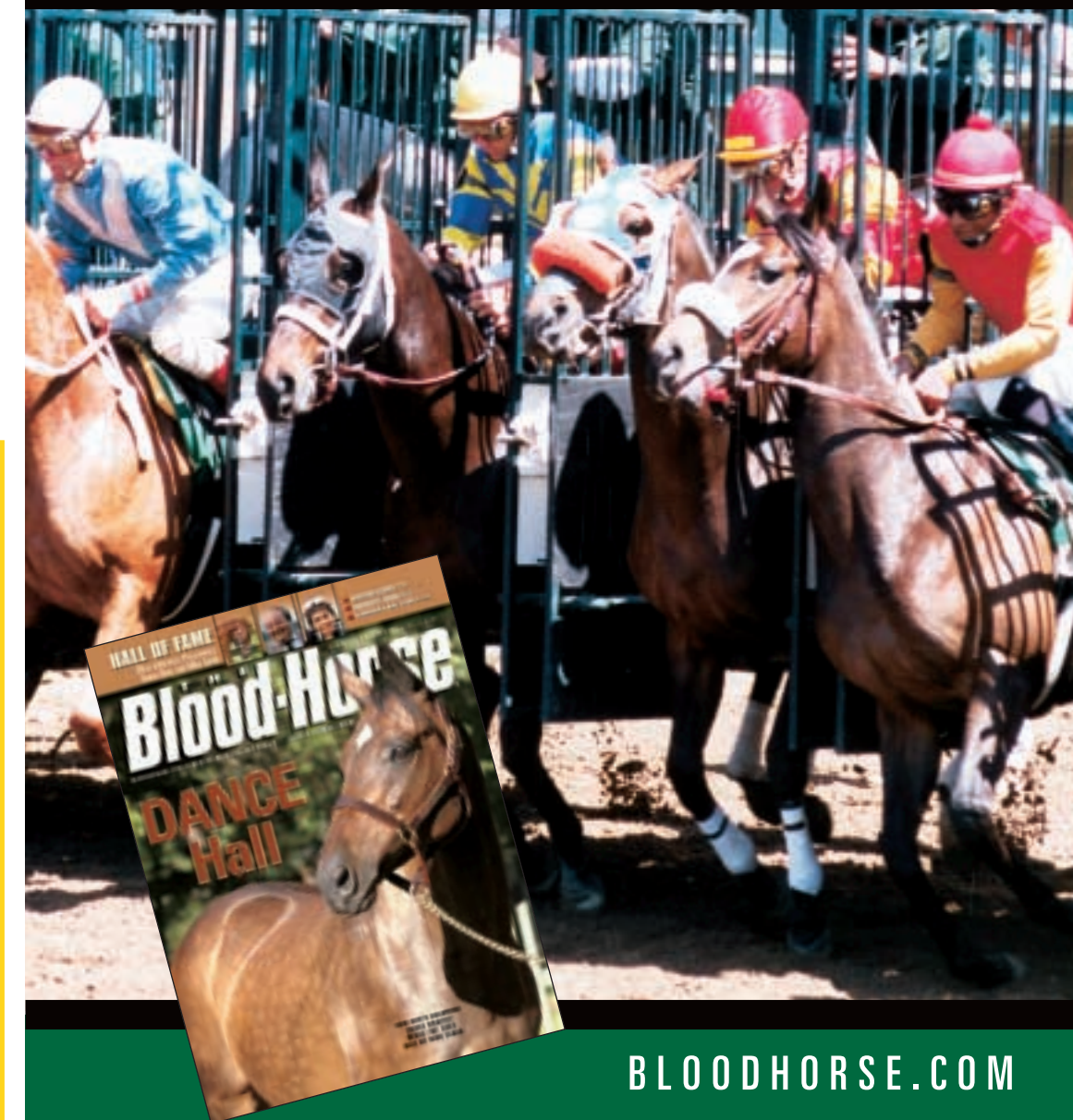
Commission discounts are allowed recognized advertising agencies which supply insertion orders and complete advertising materials, and which assume responsibility for payment. A 15.0% commission may be discounted from accounts paid in full within 60 days. A 10.0% percent commission may be discounted from accounts paid within 90 days of billing. No agency discounts are allowed on any accounts unpaid for more than 90 days. Agency commissions apply to space, color and special position charges only. Other charges are not commissionable.

Suitable materials include digital files, or film prepared to specification, however advertisements furnished as film may incur conversion charges.

Any difference between rate scheduled and rate earned (short rate) is due 10 days following billing for the last insertion of a schedule. Rebates, limited to one frequency discount greater than scheduled, are credited when earned and requested.

THE Blood-Horse

2005 MEDIA PLANNER



BLOODHORSE.COM

Blood-Horse
Our Strength... Your Advantage!

Page Trim Size 8 1/8" x 10 7/8"
Image Area Spread 15" x 10"
Image Area Full Page 7" x 10"

TWO-THIRDS PAGE
two columns 4 5/8" x 10"
three columns 7" x 6 7/16"

ONE-HALF PAGE
1 1/2 columns 3 3/8" x 10"
2 columns 4 3/8" x 7 7/16"
3 columns 7" x 4 15/16"

ONE-THIRD PAGE
1 column 2 1/4" x 10"
1 1/2 columns 3 3/8" x 6 7/16"
2 columns 4 3/8" x 4 15/16"
3 columns 7" x 3 3/8"

ONE-FOURTH PAGE
1 column 2 1/4" x 7 7/16"
1 1/2 columns 3 3/8" x 4 15/16"
2 columns 4 3/8" x 3 7/16"

ONE-SIXTH PAGE
1 column 2 1/4" x 4 15/16"
1 1/2 columns 3 3/8" x 3 7/16"
2 columns 4 3/8" x 2 7/16"
One inch 2 1/4" x 1 5/16"

Page size: Trim 8 1/8" x 10 7/8". Bleed 8 3/8" x 11 1/8"

**STAKES WINNERS
(2 COLUMN) PAGE FORMAT**

**STANDARD (3 COLUMN)
PAGE FORMAT**

PREFERRED REAL ESTATE SECTIONS



In the first issue of each month, *The Blood-Horse* offers a Preferred Real Estate Section. A prime opportunity to reach a high-income, upscale market. Subscribers to *The Blood-Horse* are the "cream of the crop." Top owners, breeders, trainers, veterinarians, and other industry professionals. Powerful wealthy, affluent people you should be targeting when you're selling major properties, farms, vacation properties, and primary residences.

Issue Date	Ad Close	Issue Date	Ad Close
1/1	12/20	7/2	6/21
2/5	1/25	8/6	7/26
3/5	2/22	9/3	8/23
4/2	3/22	10/1	9/20
5/7	4/26	11/5	10/25
6/4	5/24	12/3	11/21

TRADE ZONE ADVERTISING SECTIONS

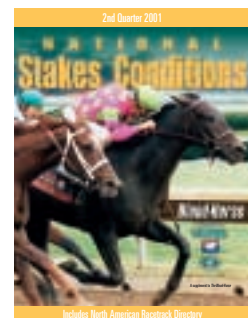


Want to reach a lucrative audience with purchase authority over a wide range of products and services? Then TradeZone is for you! A special advertising section showcasing products and services for the Thoroughbred industry. Each TradeZone features a different product category with a special editorial package. From pharmaceuticals to supplements to farm equipment and more. Discounts are available if you schedule your advertising in multiple TradeZones.

Topics Covered Will Include:

- | | |
|------------------------------------------|---------------------------------------------|
| Preparing For Foaling Season | Colic and Digestive Functions |
| New Therapies | De-Worming and Parasite Control |
| Fencing | Breaking and Training |
| Track Maintenance and Farm Machinery | Infectious Diseases |
| Barns, Stalls, and other Farm Structures | Post-Diagnosis |
| Hoof Soundness | Respiratory Health |
| Joint Soundness | Disease Updates/Vaccinations and Treatments |
| Insect Control | Nutrition for Mare and Foal |
| Feed and Conditioning Yearlings | Stallion Register (Breeding Reference) |

NATIONAL STAKES CONDITIONS BOOK



Want to reach trainers and owners? The National Stakes Conditions Books put your advertising message in front of more trainers and owners than any other vehicle in the Thoroughbred industry. Its shelf life of three months, and the vital information it presents, gives your company the opportunity to showcase your products and services with a long-lasting message to the core Thoroughbred market of trainers and racing owners.

Issue Date	Ad Close
1/22	1/11
4/9	3/29
7/16	7/5
10/8	9/27

SPECIAL ISSUES

OFFICIAL KENTUCKY DERBY SOUVENIR MAGAZINE

This award-winning souvenir magazine is an eagerly sought after collector's issue and a terrific way to reach high-powered, affluent Thoroughbred racing enthusiasts. Sold nationwide at bookstores, newsstands, race tracks, simulcast outlets, and at fine hotels, retail outlets, and Kentucky Derby Festival sites.

Publication Date: 4/2 Ad Close: 2/25

THE SOURCE

Contains key listings of Thoroughbred businesses, products, services, and farms. The only comprehensive annual directory and buyer's guide for North American racing and breeding. A great advertising opportunity to showcase your farm, business, product, or service, and reach the Thoroughbred industry.

Publication Date: 7/22 Ad Close: 6/3

OFFICIAL WORLD THOROUGHBRED CHAMPIONSHIP/BREEDERS' CUP SOUVENIR MAGAZINE

The official souvenir magazine of International racing's greatest event. Distributed to VIP's, box holders, corporate sponsors, national and local media, and sold at area hotels, bookstores, retailers, and elite racetracks across the nation. Be a part of the action by advertising in this unique publication.

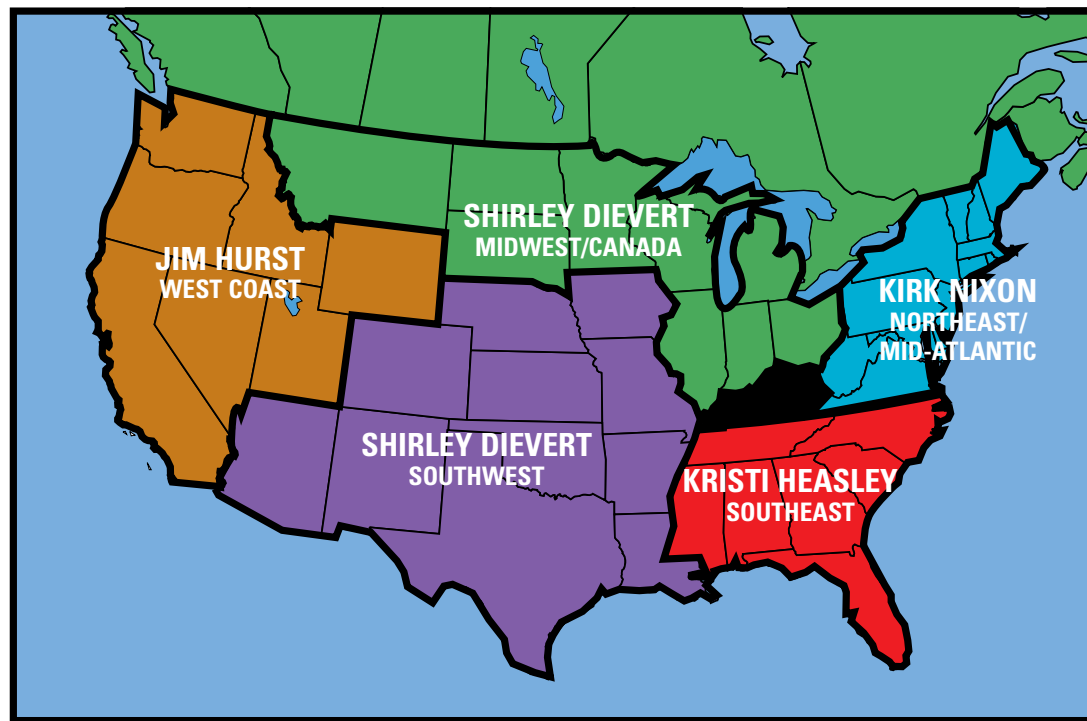
Publication Date: 10/15 Ad Close: 9/23

THE BLOOD-HORSE STALLION REGISTER

The Thoroughbred industry's oldest, largest, and most widely distributed stallion reference. The ideal choice if you're interested in reaching the true decision-makers of the industry. The industry's top breeders prefer the Stallion Register 8-to-1 over the other national stallion reference.

Publication Date: 12/3 Ad Close: 10/7

REGIONAL ADVERTISING SECTIONS



ISSUE	REGIONAL SECTION	AD CLOSE
NOV. 6 '04	SOUTHEAST	OCT. 26, '04
NOV. 13, '04	WEST COAST	NOV. 2, '04
NOV. 20, '04	SW/MIDWEST/CANADA	NOV. 9, '04
NOV. 27, '04	NE/MID-ATLANTIC	NOV. 16, '04

DEC. 4, '04	SOUTHEAST	NOV. 23, '04
DEC. 11, '04	SOUTHWEST/WEST COAST	NOV. 30, '04
DEC. 18, '04	NE/MID-ATLANTIC	DEC. 7, '04
DEC. 25, '04	MIDWEST/CANADA	DEC. 14, '04

JAN. 8, '05	SOUTHWEST	DEC. 28, '04
JAN. 15, '05	NE/MID-ATLANTIC/SOUTHEAST	JAN. 4, '05
JAN. 22, '05	WEST COAST	JAN. 11, '05
JAN. 29, '05	MIDWEST/CANADA	JAN. 18, '05

FEB. 5, '05	SOUTHWEST	JAN. 25, '05
FEB. 12, '05	NE/MID-ATLANTIC	FEB. 1, '05
FEB. 19, '05	SOUTHEAST/WEST COAST	FEB. 8, '05
FEB. 26, '05	MIDWEST/CANADA	FEB. 15, '05

MAR. 5, '05	NE/MID-ATLANTIC	FEB. 22, '05
MAR. 12, '05	WEST COAST	MAR. 1, '05
MAR. 19, '05	SOUTHEAST/SOUTHWEST	MAR. 8, '05
MAR. 26, '05	MIDWEST/CANADA	MAR. 15, '05

APR. 2, '05	WEST COAST	MAR. 22, '05
APR. 9, '05	NE/MID-ATLANTIC	MAR. 29, '05
APR. 16, '05	SOUTHEAST	APR. 5, '05
APR. 23, '05	MW/CANADA/SOUTHWEST	APR. 12, '05

Advertising in *The Blood-Horse* Regional Advertising Sections gives you a special opportunity to showcase your farm, services, or stallions to a targeted audience.

These spotlight sections, tailored specifically for each region, include distinct editorial content, regional sire lists, and other statistical information that readers of *The Blood-Horse* use to stay on top of the game. Take advantage of the multiple insertion BONUS BUYS, and you can save up to 15% on both color and space fees by advertising in as few as four Regional Advertising Sections.

**CALL NOW TO ADVERTISE:
1-800-866-2361**

Advertising Representatives:

Shelley Partridge (859) 276-6818 (Ext. 6818)
E-mail: spartridge@bloodhorse.com
National Product Ad Sales

Kristi Heasley (859) 276-6782 (Ext. 6782)
E-mail: kheasley@bloodhorse.com
Southeast

Shirley Dievert (859) 276-6779 (Ext. 6779)
E-mail: sdievert@bloodhorse.com
Southwest/Midwest/Europe/Canada

Jim Hurst (859) 276-6778 (Ext. 6778)
E-mail: jhurst@bloodhorse.com
West Coast

Harry Miller (859) 276-6777 (Ext. 6777)
E-mail: hmiller@bloodhorse.com
Classifieds/Real Estate

Kirk Nixon (859) 276-6780 (Ext. 6780)
E-mail: knixon@bloodhorse.com
Northeast/Mid-Atlantic

Advertising Fax: (859) 276-6706
E-mail: advertise@bloodhorse.com
P.O. Box 919003, Lexington, KY 40591-9003

2005 THE BLOOD-HORSE EDITORIAL CALENDAR

ISSUE DATE	RESERVATIONS BY	MATERIALS DUE
JANUARY		
Jan. 1	Racing Leaders from 2004 Preferred Real Estate TradeZone	12/20 12/21
Jan. 8	Racing from Santa Anita, Gulfstream	12/27 12/28
Jan. 15	Leading Sires of 2004	1/4 1/6
Jan. 22	Triple Crown Hopefuls Keeneland January Results National Stakes Condition Book TradeZone	1/11 1/13
Jan. 29	Eclipse Awards	1/18 1/20

ISSUE DATE	RESERVATIONS BY	MATERIALS DUE
FEBRUARY		
Feb. 5	Experimental Free Handicap Preferred Real Estate TradeZone	1/25 1/27
Feb. 12	OBS Calder 2-Year-Old Sale TradeZone	2/1 2/3
Feb. 19	Industry Profile	2/8 2/10
Feb. 26	Fountain of Youth Stakes	2/15 2/17

ISSUE DATE	RESERVATIONS BY	MATERIALS DUE
MARCH		
Mar. 5	Fasig-Tipton Calder 2-Year-Old Sale Preferred Real Estate TradeZone	2/22 2/24
Mar. 12	Santa Anita Handicap TradeZone	3/1 3/3
Mar. 19	Industry Profile	3/8 3/10
Mar. 26	Florida Derby Barretts 2-Year-Old Sale	3/15 3/17

ISSUE DATE	RESERVATIONS BY	MATERIALS DUE
APRIL		
April 2	Dubai World Cup, Lane's End Stakes OBS March 2-Year Old Sale Preferred Real Estate TradeZone	3/22 3/24
April 9	Industry Profile National Stakes Condition Book TradeZone	3/29 3/30
April 16	Santa Anita Derby	4/5 4/7
April 23	Major Kentucky Derby Preps Keeneland 2-Year Old Sale	4/12 4/14
April 30	Triple Crown Preview TradeZone	4/19 4/21

ISSUE DATE	RESERVATIONS BY	MATERIALS DUE
MAY		
May 7	Latest Kentucky Derby News Preferred Real Estate TradeZone	4/26 4/28
May 14	Kentucky Derby Results TradeZone	5/3 5/5
May 21	Kentucky Derby Connections	5/10 5/12
May 28	Preakness Stakes Results	5/17 5/19

ISSUE DATE	RESERVATIONS BY	MATERIALS DUE
JUNE		
June 4	Memorial Day Weekend Stakes Preferred Real Estate TradeZone	5/24 5/26
June 11	Belmont Stakes Preview	5/31 6/2
June 18	Belmont Stakes Results TradeZone	6/7 6/9
June 25	Stephen Foster Handicap, Royal Ascot	6/14 6/16

ISSUE DATE	RESERVATIONS BY	MATERIALS DUE
JULY		
July 2	Yearling Sale Preview Preferred Real Estate TradeZone	6/21 6/23
July 9	July 4th Holiday Stakes	6/28 6/30
July 16	Hollywood Gold Cup National Stakes Condition Book TradeZone	7/5 7/7
July 23	Fasig-Tipton Kentucky Yearling Sale Results	7/12 7/14
July 30	Del Mar Opener	7/19 7/21

ISSUE DATE	RESERVATIONS BY	MATERIALS DUE
AUGUST		
Aug. 6	Hall of Fame Issue Saratoga Opener Preferred Real Estate TradeZone	7/26 7/28
Aug. 13	Whitney Handicap, Haskell Invitational	8/2 8/4
Aug. 20	Fasig-Tipton Saratoga Yearling Sale Arlington Million	8/9 8/11
Aug. 27	Alabama Stakes, Pacific Classic TradeZone	8/16 8/18

ISSUE DATE	RESERVATIONS BY	MATERIALS DUE
SEPTEMBER		
Sept. 3	Travers Stakes Preferred Real Estate TradeZone	8/23 8/25
Sept. 10	Labor Day Weekend Stakes Results TradeZone	8/30 9/1
Sept. 17	Keeneland September Select Sale Results	9/6 9/8
Sept. 24	Keeneland September Sale Results TradeZone	9/13 9/15

ISSUE DATE	RESERVATIONS BY	MATERIALS DUE
OCTOBER		
Oct. 1	Keeneland September Wrap Up Preferred Real Estate TradeZone	9/20 9/22
Oct. 8	Jockey Club Gold Cup Arc de Triomphe Weekend National Stakes Condition Book TradeZone	9/27 9/29
Oct. 15	Breeders' Cup Prep Races	10/4 10/6
Oct. 22	Breeders' Cup Preview Ocala Mixed Sales Results TradeZone	10/11 10/13
Oct. 29	Latest Breeders' Cup News Report of Mares Bred	10/18 10/20

ISSUE DATE	RESERVATIONS BY	MATERIALS DUE
NOVEMBER		
Nov. 5	Breeders' Cup Results Preferred Real Estate TradeZone	10/25 10/27
Nov. 12	Keeneland November Begins Melbourne Cup	11/1 11/3
Nov. 19	Keeneland November Sale Results	11/8 11/10
Nov. 26	Keeneland November Wrap Up TradeZone	11/15 11/17

ISSUE DATE	RESERVATIONS BY	MATERIALS DUE
DECEMBER		
Dec. 3	Cigar Mile, Japan Cup Preferred Real Estate TradeZone	11/22 11/23
Dec. 10	New Sires for 2006	11/29 12/1
Dec. 17	Arizona Symposium TradeZone	12/6 12/8
Dec. 24	Year in Review	12/13 12/15
Dec. 31	Santa Anita Opener	12/20 12/22