



2015-2016

THE SOURCE

Thoroughbred Farm and Product Directory

► **FINAL AD SPACE DEADLINE: JUNE 15, 2015**

OUR BEST PACKAGE!

Full Page Multi Media Ad Package

PRINT COMPONENTS:

- » 4-color full page
- » Feature ad with red highlight
- » Up to 5 bold category listings

ONLINE COMPONENTS:

- » Text ad rotating in every category
- » Free hyperlink
- » Four 300x250 banners in a Blood-Horse email newsletter (must run by June 1, 2016)

FULL PAGE PACKAGE \$2,850

FOUR-COLOR DISPLAY ADS

1/2-page display	\$1,500
1/3-page display	\$1,000
1/4-page display	\$750
1/6-page display	\$500

DISPLAY AD SPECIFICATIONS

FULL PAGE

Image area	7" x 10"
Trim size	8.125" x 10.875"
Bleed size	8.375" x 11.125"

2/3 PAGE

2 columns	4.625" x 10"
3 columns	7" x 6.4375"

1/2 PAGE

2 columns	4.625" x 7.4375"
3 columns	7" x 4.9375"

1/3 PAGE

1 column	2.25" x 10"
2 columns	4.625" x 4.9375"
3 columns	7" x 3.3125"

1/4 PAGE

1 column	2.25" x 7.4375"
2 columns	4.625" x 3.4375"

1/6 PAGE

1 column	2.25" x 4.9375"
2 columns	4.625" x 2.4375"

All rates are net. Set up and production included in price for feature ads only. No agency discounts on features.

ADDITIONAL FEATURES & LISTINGS

FEATURE AD (2.25" x 2" ad)
in one category and a bold listing
appearing in up to 5 categories

**BLACK
INK**

**RED & BLACK
INK**

\$240

\$300

FEATURE ADS (3-5 ads, price per ad)

\$230

\$290

FEATURE ADS (6+ ads, price per ad)

\$220

\$280

PREMIUM LISTING

expanded bold listing (price per category)

\$100

n.a.

FREE EDITORIAL LISTING

Basic company information and
email address; appears in light
typeface in one category

free

n.a.

CALL TODAY! FINAL AD SPACE DEADLINE: JUNE 15, 2015

SHELLEY PARTRIDGE

National Products/Services
(800) 866-2361 ext. 6780
(859) 276-6780
spartridge@bloodhorse.com

AMANDA K. RAMEY

Farms/Classifieds
(800) 866-2361 ext. 6748
(859) 276-6748
aramey@bloodhorse.com

A DIRECTORY AND BUYER'S GUIDE FOR THE THOROUGHBRED INDUSTRY

FREE EDITORIAL LISTINGS (Mark categories below. Please print or type as you want it to appear in listing.)

Company/Organization/Association/Farm _____

Address _____ City _____ State _____ Zip _____

Telephone _____ Fax _____ e-mail _____ Website _____

Description of Co./ Org./ Assoc. (limited to 50 characters) _____

Contact Name _____

Please mark up to 6 categories your listing is to appear in:

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> ACCOUNTANTS | <input type="checkbox"/> EXERCISERS/WALKERS/
TREADMILLS | <input type="checkbox"/> PHOTOGRAPHY | <input type="checkbox"/> TRACK SURFACES/EQUIPMENT/
MAINTENANCE |
| <input type="checkbox"/> ACCOUNT WAGERING | <input type="checkbox"/> FARM EQUIPMENT/SUPPLIES | <input type="checkbox"/> PUBLICATIONS/MAGAZINES | <input type="checkbox"/> TRAILERS/VANS/VEHICLES |
| <input type="checkbox"/> ADVERTISING/PROMOTIONS,
GRAPHICS | <input type="checkbox"/> FARMS (BY STATE) | <input type="checkbox"/> QUARANTINE FACILITIES | <input type="checkbox"/> TRAINERS/TRAINING CENTERS
(BY STATE) |
| <input type="checkbox"/> APPAREL, HORSES | <input type="checkbox"/> FARRIER SUPPLIES/SHOES | <input type="checkbox"/> RACE TRACKS | <input type="checkbox"/> TRANSPORTATION |
| <input type="checkbox"/> APPAREL, HUMANS | <input type="checkbox"/> FARRIERS | <input type="checkbox"/> RACING PARTNERSHIPS/
SYNDICATIONS | <input type="checkbox"/> TRAVEL/TOURS/VACATIONS |
| <input type="checkbox"/> APPRAISERS | <input type="checkbox"/> FEED/NUTRITION | <input type="checkbox"/> RACING SILKS | <input type="checkbox"/> VETERINARIAN PRODUCTS
(IMAGING EQUIPMENT) |
| <input type="checkbox"/> ARCHITECTS/DESIGNERS | <input type="checkbox"/> FENCING/GATES | <input type="checkbox"/> REAL ESTATE | <input type="checkbox"/> VETERINARIAN PRODUCTS
(LABORATORY SUPPLIES) |
| <input type="checkbox"/> ART (ARTISTS & GALLERIES) | <input type="checkbox"/> FINANCIAL SERVICES/
INVESTMENTS | <input type="checkbox"/> REHABILITATION/LAY-UP
FACILITIES | <input type="checkbox"/> VETERINARIAN PRODUCTS
(PRESCRIPTION DRUGS) |
| <input type="checkbox"/> ASSOCIATIONS/ORGANIZATIONS | <input type="checkbox"/> FLY CONTROL | <input type="checkbox"/> RESCUE ORGANIZATIONS | <input type="checkbox"/> VETERINARIAN PRODUCTS
(SURGICAL SUPPLIES/EQUIPMENT) |
| <input type="checkbox"/> ATTORNEYS/LEGAL SERVICES | <input type="checkbox"/> FOALING PRODUCTS/EQUIPMENT | <input type="checkbox"/> SAFETY EQUIPMENT/SURFACES | <input type="checkbox"/> VETERINARIAN PRODUCTS
(ALL OTHERS) |
| <input type="checkbox"/> AUCTIONEERS | <input type="checkbox"/> FOOTING PRODUCTS | <input type="checkbox"/> SALES AGENTS/CONSIGNORS | <input type="checkbox"/> VETERINARIANS/
CLINICS/HOSPITALS/PRACTICES |
| <input type="checkbox"/> BARN EQUIPMENT/SUPPLIES | <input type="checkbox"/> GIFTS/JEWELRY | <input type="checkbox"/> SALES CATALOG SUPPLEMENTS | <input type="checkbox"/> VIDEOS/VIDEO SERVICES |
| <input type="checkbox"/> BEDDING PRODUCTS | <input type="checkbox"/> GOVERNMENT LISTINGS | <input type="checkbox"/> SALE COMPANIES | <input type="checkbox"/> WATERING SYSTEMS |
| <input type="checkbox"/> BLOODSTOCK AGENT/AGENCIES | <input type="checkbox"/> GROOMING PRODUCTS/
EQUIPMENT | <input type="checkbox"/> SALES PREPARATION/
CONSIGNORS (BY STATE) | <input type="checkbox"/> WEB DESIGN |
| <input type="checkbox"/> BOARDING (BY STATE) | <input type="checkbox"/> HEALTH CARE & REHABILITATION
PRODUCTS/SERVICES | <input type="checkbox"/> SEASONS/SHARES | |
| <input type="checkbox"/> BOOKS/BOOK DEALERS | <input type="checkbox"/> INSURANCE | <input type="checkbox"/> SIGN ARTISTS | |
| <input type="checkbox"/> BREAKING & TRAINING (BY STATE) | <input type="checkbox"/> INTERNET SERVICES | <input type="checkbox"/> SIMULCASTING OUTLETS/
SERVICES | |
| <input type="checkbox"/> BREEDING EQUIPMENT/
SUPPLIES | <input type="checkbox"/> LABORATORIES/RESEARCH | <input type="checkbox"/> STALL MANUFACTURERS | |
| <input type="checkbox"/> BUILDERS/BUILDING SUPPLIES
(FARM & RESIDENTIAL) | <input type="checkbox"/> LANDSCAPING/FARM
DEVELOPMENT | <input type="checkbox"/> STALL MATS/SURFACES/
FLOORING | |
| <input type="checkbox"/> COMPLEMENTARY THERAPIES/
MODALITIES | <input type="checkbox"/> NURSE MARES | <input type="checkbox"/> SUPPLEMENTS | |
| <input type="checkbox"/> COMPUTER SOFTWARE | <input type="checkbox"/> PAINT CONTRACTORS/SUPPLIES | <input type="checkbox"/> SWIMMING | |
| <input type="checkbox"/> CONFORMATION ANALYSIS | <input type="checkbox"/> PEDIGREE RESEARCH | <input type="checkbox"/> TACK (GENERAL) | |
| <input type="checkbox"/> CONSULTANTS | <input type="checkbox"/> PEST/INSECT CONTROL | <input type="checkbox"/> THERAPEUTIC EQUIPMENT/
PRODUCTS | |
| <input type="checkbox"/> EDUCATION/SCHOOLS/
COLLEGES | <input type="checkbox"/> PHARMACEUTICALS | | |

DISPLAY ADS & FEATURES

ADVERTISER NAME/COMPANY _____

FARM PROFILE/FULL PAGE AD PACKAGE

Categories (ads may appear in up to 5 categories) _____

DISPLAY AD

Ad Size _____ Dimensions _____

Categories (ads may appear in up to 5 categories) _____

FEATURE 2-INCH AD _____

1 feature ad _____

3-5 feature ads _____

6+ feature ads

Categories (ads may appear in up to 5 categories) _____