



# 2008-2009 THE BLOOD-HORSE SOURCE

A DIRECTORY AND BUYERS GUIDE FOR THE THOROUGHBRED INDUSTRY

**Call for Early Bird discounted rates until April 1**

## DISPLAY ADVERTISING RATES

Spread	Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page	1 Column Inch
\$5,034	\$2,517	\$1,979	\$1,574	\$1,061	\$839	\$573	\$126

Ask your sales reps about frequency and farm profile discounts.

### TWO COLOR (PROCESS):

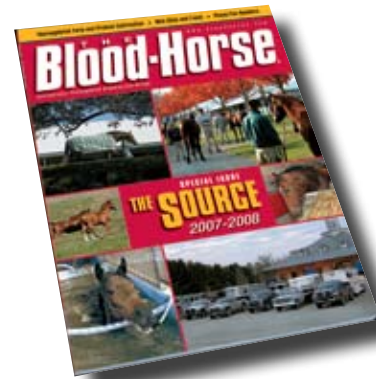
Additional \$441 for 1/2 page and larger  
Additional \$221 for 1/3 page and smaller

### FOUR COLOR (PROCESS):

Additional \$1,145 for 1/2 page and larger  
Additional \$573 for 1/3 page and smaller

**DISPLAY AD** Frequency Rate (Circle One) 1x 3x 6x 12x 24x 36x  
Ad Size \_\_\_\_\_  B/W  2/C  4/C Dimensions \_\_\_\_\_  
Category (see reverse side for categories) \_\_\_\_\_

**CO./ORG./ASSOC. NAME** \_\_\_\_\_



### FEATURE 2 INCH AD

Category \_\_\_\_\_

Ask about discounts for multiple categories.

Alpha Feature (Inclusion in Alphabetical Index)

	Early Bird Before 4/1/08	After 4/1/08	Red	Hyperlink
<input type="checkbox"/> \$270	<input type="checkbox"/> \$270	<input type="checkbox"/> \$300	<input type="checkbox"/> \$60	<input type="checkbox"/> \$50
<input type="checkbox"/> \$115				

**THE BLOOD-HORSE SOURCE ONLINE** If you have a print ad in *The Blood-Horse Source*, you may purchase a hyperlink or category sponsorship at the lowest available rate.

**CATEGORY HYPERLINK online only (\$175 ANNUALLY)**

**CATEGORY HYPERLINK w/ feature ad in print version (\$50 ANNUALLY)**

All set up and production included in price for feature ads only. No agency discounts on features.

#### Shirley Dievert

1 (800) 866-2361, ext. 6779  
sdievert@bloodhorse.com  
KY/Southwest/Midwest/Canada

#### Jim Hurst

1 (800) 866-2361, ext. 6778  
jhurst@bloodhorse.com  
KY/West Coast/Europe

#### Claudine Pfluegl

1 (800) 866-2361, ext. 6841  
cpfluegl@bloodhorse.com  
East Coast Product Advertising

#### Kristi Heasley

1 (800) 866-2361, ext. 6782  
kheasley@bloodhorse.com  
KY/Southeast/Northeast

#### Harry Miller

1 (800) 866-2361, ext. 6777  
hmiller@bloodhorse.com  
Classifieds/Real Estate

#### Shelley Partridge

1 (800) 866-2361, ext. 6818  
spartridge@bloodhorse.com  
KY/West Coast Product Advertising

**Early Bird: Fax to 859.276.6706 before 4/1/08**

# A DIRECTORY AND BUYER'S GUIDE FOR THE THOROUGHBRED INDUSTRY

**EDITORIAL LISTINGS** (Mark categories below. Please print or type)

Co./Org./Assoc. Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ e-mail \_\_\_\_\_ Web-site \_\_\_\_\_

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

**Early Bird: Fax before 4/1/08**

**859.276.6706**