

# Blood-Horse

## The 2013 Blood-Horse Stallion Register Order Form

**Special Rates!**

Rates for Stallions with Stud Fees \$2,500 or Less	
Full Multimedia Package	<input type="checkbox"/> \$2,195
Basic Multimedia Package	<input type="checkbox"/> \$1,945
Online Only	<input type="checkbox"/> \$1,645
Statistical Page Only	<input type="checkbox"/> \$725

**FINAL Entry Deadline:** Friday, October 19

**Cover Date:** December 2012

**\*EARLY BOOKING BONUS: BOOK YOUR STALLION(S) BY SEPTEMBER 28, 2012, AND RECEIVE 500 FREE REPRINTS OR CHOOSE A 2% DISCOUNT.**

AFTER SEPTEMBER 28, 2012, ORDER 500 REPRINTS FOR \$250 ☐

Details	Number of Stallions				
	1	2-4	5-7	8-10	11+
Full Multimedia Package - Statistical Page, Picture Page & Online Unit (SRO)	<input type="checkbox"/> \$4,295	<input type="checkbox"/> \$4,211	<input type="checkbox"/> \$4,127	<input type="checkbox"/> \$4,043	<input type="checkbox"/> \$3,876
Basic Multimedia Package - Statistical Page & Online Unit (SRO)	<input type="checkbox"/> \$3,795	<input type="checkbox"/> \$3,721	<input type="checkbox"/> \$3,647	<input type="checkbox"/> \$3,573	<input type="checkbox"/> \$3,426
Online Only - Online Unit (SRO)	<input type="checkbox"/> \$3,295	<input type="checkbox"/> \$3,231	<input type="checkbox"/> \$3,167	<input type="checkbox"/> \$3,103	<input type="checkbox"/> \$2,976
Statistical Page Only - Statistical Page	<input type="checkbox"/> \$1,345	<input type="checkbox"/> \$1,320	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$1,270	<input type="checkbox"/> \$1,221
Add SRO Video Option (Provided by Client)	<input type="checkbox"/> \$295				
Add SRO Video and Inclusion in Gallery (Provided by Client) - with adjacent banner ads	<input type="checkbox"/> \$450				
<b>NEW!</b> Add SRO Stallion Banner	<input type="checkbox"/> \$240				

### Production Fees

**Create new Picture Page:** \$250; includes research, copywriting, photo scan and color correcting.  
**Update Picture Page:** \$50; for pages picked up from past Stallion Register.  
**New Photo Scan/Color Correction:** \$50.  
**Photo Retouch:** \$100.

**Late Fee:** \$100; applies to any ad received after the published production due dates.  
**Resend Fee:** \$50; charged on second file received from Agency or Client and any thereafter.  
**Research Fee:** \$100; covers time for research and copy writing that is sent to an Agency or Client.

**Reprints:** \$250 per 500.  
**Digital Updates:** Online Stallion Register units posted prior to October 28, 2012 shall not incur production fees for changing graphic elements after that date. Production fees are not commissionable.  
*\*Additional Fees may apply.*

STALLION \_\_\_\_\_ YOB \_\_\_\_\_ COLOR \_\_\_\_\_ HT. \_\_\_\_\_ ENT. STUD \_\_\_\_\_

Sire \_\_\_\_\_ Dam \_\_\_\_\_

Stud Fee \_\_\_\_\_ Terms \_\_\_\_\_

Nominations ☐ Breeders' Cup  
☐ Other Nominations \_\_\_\_\_

Property of \_\_\_\_\_

Standing at \_\_\_\_\_

Farm Name \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Inquiries to \_\_\_\_\_

Phone (s) \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

Account Name \_\_\_\_\_ Phone \_\_\_\_\_

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

Agency \_\_\_\_\_ Phone \_\_\_\_\_

PAYMENT METHOD\*\* ☐ Check Enclosed ☐ Bill Established Account

CHARGE MY: ☐ Visa ☐ MC ☐ American Express ☐ Discover

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_ Sec. Code \_\_\_\_\_

*\*\*Payment due 10 days following publication. New accounts must prepay or submit a credit application for approval.  
A monthly service charge of 1.5% (18% APR) will be added to past due accounts beyond 30 days.*

I, the undersigned, understand this is an order for paid advertising for the options marked above at the prices indicated.

Authorized by \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_ Sales Rep \_\_\_\_\_ MSG Code \_\_\_\_\_

All rates are Gross. Statistical (Stat) Pages present data in a uniform format designed to facilitate comparisons. Spreads consist of a Statistical Page and Picture Page, which can be written by the Agency or by the Publisher to highlight the assets of individual Stallions. Picture Pages written by the Publisher incur production charges (see above). Statistical Pages and Online Stallion Register units are entirely compiled by the Publisher, based on statistics obtained from The Jockey Club Information Systems and Equibase. Online units are updated daily and/or weekly, depending on data point. Commission is offered to recognized Agencies of record placing space on behalf of client.

**MAIL OR FAX TO:**

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