

# Blood-Horse **STALLION REGISTER FOR 2016** Order Form

Packages for stallions with <b>STUD FEES OVER \$2,500</b>	Number of Stallions				
	1	2-4	5-7	8-10	11+
<b>Full Multimedia:</b> (1)Statistical page, (2)Picture page, (3)Stallion Register Online (SRO) unit w/video*, (4)Inclusion in Stallion Video Gallery on BloodHorse.com*	<input type="checkbox"/> \$4,424	<input type="checkbox"/> \$4,337	<input type="checkbox"/> \$4,251	<input type="checkbox"/> \$4,164	<input type="checkbox"/> \$3,993
<b>Basic Multimedia:</b> (1)Statistical page, (2)Stallion Register Online (SRO) unit w/video*, (3)Inclusion in Stallion Video Gallery on BloodHorse.com*	<input type="checkbox"/> \$3,909	<input type="checkbox"/> \$3,833	<input type="checkbox"/> \$3,756	<input type="checkbox"/> \$3,680	<input type="checkbox"/> \$3,343
<b>Online Only:</b> Stallion Register Online (SRO) unit w/video*	<input type="checkbox"/> \$3,394	<input type="checkbox"/> \$3,328	<input type="checkbox"/> \$3,262	<input type="checkbox"/> \$3,196	<input type="checkbox"/> \$3,065

**Add Reprints:** 500 Full color front/back reprints of stallion picture & statistical page  \$325/stallion

## Special rates for stallions with **STUD FEES \$2,500 OR LESS** or outside US

<b>Full Multimedia:</b> (1)Statistical page, (2)Picture page, (3)Stallion Register Online (SRO) unit w/video*, (4)Inclusion in Stallion Video Gallery on BloodHorse.com*	<input type="checkbox"/> \$2,261
<b>Basic Multimedia:</b> (1)Statistical page, (2)Stallion Register Online (SRO) unit w/video*, (3)Inclusion in Stallion Video Gallery on BloodHorse.com*	<input type="checkbox"/> \$2,003
<b>Online Only:</b> Stallion Register Online (SRO) unit w/video	<input type="checkbox"/> \$1,694
<b>Statistical Page Only:</b> Statistical page	<input type="checkbox"/> \$747
<b>Add Reprints:</b> 500 Full color front & back reprints of stallion picture & statistical page	<input type="checkbox"/> \$325/stallion

\*Video provided by client.

## EARLY BOOKING BONUS:

**BOOK YOUR STALLION(S) BY SEPTEMBER 25, 2015 TO RECEIVE A 2% DISCOUNT.**

**FINAL Entry Deadline: Friday, October 16**

**Cover Date: December 2015**

### Production Fees (will be charged to account when necessary)

**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. **Digital Updates:** Online Stallion Register units posted prior to October 25, 2015 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 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.