

# Blood-Horse The 2012 Blood-Horse Stallion Register Order Form

**Special Rates!**

Rates for Stallions with Stud Fees \$2,500 or Less	
Full Multimedia Package	<input type="checkbox"/> \$2,098
Basic Multimedia Package	<input type="checkbox"/> \$1,848
Online Only	<input type="checkbox"/> \$1,598
Full Print Package	<input type="checkbox"/> \$1,598
Statistical Page Only	<input type="checkbox"/> \$623

**FINAL Entry Deadline:** Friday, October 14  
**Cover Date:** Thursday, December 1

**\*EARLY BOOKING BONUS: BOOK YOUR STALLION(S) BY SEPTEMBER 8, 2011, AND RECEIVE 500 FREE REPRINTS OR CHOOSE A 2% DISCOUNT. AFTER SEPTEMBER 8, 2011, ORDER 500 REPRINTS FOR \$250**

	Plan Benefits Include			Number of Stallions				
	Statistical Page	Picture Page	Online Unit (12 Months)	1	2-4	5-7	8-10	11+
Full Multimedia Package	X	X	X	<input type="checkbox"/> \$4,195	<input type="checkbox"/> \$4,111	<input type="checkbox"/> \$4,027	<input type="checkbox"/> \$3,943	<input type="checkbox"/> \$3,776
Basic Multimedia Package	X		X	<input type="checkbox"/> \$3,695	<input type="checkbox"/> \$3,621	<input type="checkbox"/> \$3,547	<input type="checkbox"/> \$3,473	<input type="checkbox"/> \$3,326
Online Only			X	<input type="checkbox"/> \$3,195	<input type="checkbox"/> \$3,131	<input type="checkbox"/> \$3,067	<input type="checkbox"/> \$3,003	<input type="checkbox"/> \$2,876
Full Print Package	X	X		<input type="checkbox"/> \$3,195	<input type="checkbox"/> \$3,131	<input type="checkbox"/> \$3,067	<input type="checkbox"/> \$3,003	<input type="checkbox"/> \$2,876
Statistical Page Only	X			<input type="checkbox"/> \$1,245	<input type="checkbox"/> \$1,220	<input type="checkbox"/> \$1,195	<input type="checkbox"/> \$1,170	<input type="checkbox"/> \$1,121

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 \_\_\_\_\_

**Production Fees. Create new Picture Page:** \$250; includes research, copy, 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 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, 2011 shall not incur production fees for changing graphic elements after that date. Production fees are not commissionable.

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 \_\_\_\_\_

\*\*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 \_\_\_\_\_

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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