BloodHorse is jointly owned by The Jockey Club Information Systems, Inc. and TOBA Media Properties, Inc., which are subsidiaries of The Jockey Club and the Thoroughbred Owners and Breeders Association, respectively. For over 100 years, our mission has remained the same: to serve the equine owner and breeder with integrity and improve Thoroughbred breeding and racing.
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In this age of trying to stay current, the BloodHorse.com and the BloodHorse Daily app do a fantastic job of keeping me ahead of the news. The Daily race replays is a must for all. It's so well-formatted for mobile platforms that our entire staff are users and find it a very efficient way to keep up with the goings-on in our industry.

Clifford Barry – Pin Oak Stud

“BloodHorse Daily is the most efficient investment of my time in keeping up with objective reporting of racing and breeding news.”

Ric Waldman

“BloodHorse Daily is a modern version and a precise snapshot of racing’s daily events published in the legendary manner of the BloodHorse – timely, accurate and objective.”

Ted Bassett

“I travel all over the country with work. From a Lenny Shulman feature story to breaking news, my BloodHorse is only a click away no matter where I am.”

Kenny Rice – NBC Horse Racing Analyst

“I read it frequently, I like the articles, and I love the writers that BloodHorse has employed.”

Elliott Walden – WinStar Farm

“BloodHorse and BloodHorse.com have always been required reading in the Jones house. Now, the BloodHorse Daily App is a fantastic resource for getting the day’s most important news even more efficiently on my phone. Swiping left to find articles of interest couldn’t be easier, and the daily race replays are an absolute, every day staple for us. We’re big fans here at Airdrie!”

Bret Jones – Airdrie Stud
PILLARS

BLOODHORSE MAGAZINE AND TABLET
Founded in 1916, BloodHorse is the Thoroughbred industry’s oldest continuously published magazine. Racing and breeding news, comprehensive analysis, events, trends, debate, pedigrees, people profiles, medication and equine health issues, investigative reports, and more.

The Tablet edition offers readers a truly engaging multimedia experience featuring exclusive editorial content, photography, and video allowing the advertiser to bring their product or service to life for consumers.

BLOODHORSE DAILY APP & PDF
A mobile phone app as well as a PDF edition designed for Thoroughbred professionals with fresh insider content. Includes a recap of the day and a look ahead.

BLOODHORSE.COM
An extension of BloodHorse brand, is the Thoroughbred industry’s leading online resource with wide-ranging and fast-breaking industry news and information.

BLOODHORSE STALLION REGISTER
The No. 1 product with access to all the top stallions in the world.

KEENELAND MAGAZINE
Celebrates bluegrass traditions and world class Thoroughbred racing and breeding.

AUCTION EDGE
BloodHorse Auction Edge is an exclusive collection of racing and sales histories through a sale horse's second dam. There's no other sales guide like it.

TRUENICKS
Developed by BloodHorse LLC in partnership with Pedigree Consultants, LLC., the TrueNicks system measures the true opportunity of sire and broodmare sire crosses. TrueNicks offers stallion subscriptions as well as individual nicking reports.
READER AUDIENCE PROFILE

For more than 100 years, readers have strongly identified with *BloodHorse* for one simple reason: It's the best source of “what's happening” in the industry. The *BloodHorse* offers comprehensive and broad-ranging coverage in the ever-changing world of Thoroughbred racing and breeding. As the primary magazine that Thoroughbred industry leaders turn to for in-depth news, information, and unparalleled analysis, *BloodHorse* speaks to its audience with a unique and trusted voice that combines critical authority with award-winning editorial and photography.

Subscribers to *BloodHorse* are well-educated, highly hands-on professionals whose affluence stems from their success in life and business. They are passionate about the Thoroughbred industry. They demand “the best,” and insist on staying on top of the game. Readers are driven, wielding the authority to make the decisions that matter most to advertisers in this multi-billion dollar industry. *BloodHorse* is a smart target for advertisers of products related to the equine world, or anyone interested in reaching a distinct and lucrative demographic that only *BloodHorse* can deliver. For reach, audience, involvement, and buying power, The *BloodHorse* has no rival.

When you advertise in *BloodHorse*, your message reaches thousands of owners, breeders, trainers, enthusiasts and is the only publication that reaches every member of the Thoroughbred Owners and Breeders Association (TOBA) – representing the most influential and key decision-makers of the Thoroughbred industry.

Each year *BloodHorse* subscribers spend millions of dollars on Thoroughbred stock as well as products and services, including feed and grain, nutritional supplements, hoof care products, equipment, pharmaceuticals and much more.

When investing your advertising dollars, remember that only one weekly Thoroughbred racing magazine delivers the largest circulation of industry professionals and the most targeted audience: *BloodHorse*.

Current subscribers and metrics available upon request.
MEDIA CHANNELS

Continuous engagement with your targeted audience through multiple media channels

- Magazine
- BloodHorse Daily
- Tablet
- Newsletters
- Social Media
- BloodHorse.com

OWNERS
BREEDERS
TRAINERS
AGENTS
Our subscribers are highly engaged with all of the content in the magazine

Please tell us how often you read the following sections in *Blood-Horse*

<table>
<thead>
<tr>
<th>Section</th>
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<th>OFTEN</th>
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*Results from independent survey of *BloodHorse* magazine subscribers conducted 3/2016*
### BLOODHORSE MAGAZINE 1ST QUARTER 2021 SCHEDULE

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<td>BH Vol 13</td>
<td>Mar 27</td>
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PUBLICATION COMPARISON

Our subscribers believe we are superior to other industry publications

Please tell us how you feel the coverage of each of these topics in BloodHorse compares to other Thoroughbred industry publications*

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<th>(-2)</th>
<th>(-1)</th>
<th>About the Same</th>
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<td>3.47%</td>
<td>21.00%</td>
<td>42.00%</td>
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</tbody>
</table>

Not only are our subscribers loyal, but we continue to add new subscribers *

*Results from independent survey of BloodHorse magazine subscribers conducted 3/2016
2021 CONTENT CALENDAR

JANUARY
Leading Sires • Keeneland Sale
• Eclipse Awards • Triple Crown coverage begins
• MarketWatch • HealthZone

FEBRUARY
Road to the Kentucky Derby heats up • OBS Mixed Sale
• Fasig Tipton KY Mixed Sale • Two-Year Old Sales Preview • MarketWatch • HealthZone

MARCH
Kentucky Derby trail continues • AAEP Wrap-up
• MarketWatch • HealthZone

APRIL
Triple Crown Preview
• Arkansas Derby • Florida Derby • Santa Anita Derby
• Dubai World Cup coverage • MarketWatch • HealthZone

MAY
Kentucky Derby and Preakness Stakes coverage • MarketWatch • HealthZone

JUNE
Final leg of the Triple Crown – Belmont Stakes coverage
• Breeders’ Cup “Win and You’re In” racing takes off
• Summer Yearling Sales Preview • MarketWatch • HealthZone • Royal Ascot coverage

JULY
Fasig-Tipton July Sale
• Del Mar and Saratoga open

AUGUST
Hall of Fame coverage
Saratoga and Del Mar stakes coverage including the Travers and Pacific Classic • Fasig-Tipton Saratoga • MarketWatch • HealthZone

SEPTEMBER
Keeneland September Sales Preview and coverage
• Breeders’ Cup final “Win and You’re In” prep races • MarketWatch • HealthZone

OCTOBER
Keeneland • Santa Anita and Belmont Park Breeders’ Cup coverage
• Breeders’ Cup Preview • Fasig-Tipton October Sale • MarketWatch • HealthZone

NOVEMBER
Breeders’ Cup World Thoroughbred Championships coverage from Keeneland • Preview and Results editions • Fasig-Tipton and Keeneland November Sale coverage • MarketWatch • HealthZone

DECEMBER
New Sires for 2022 • Year in Review • Auctions Digest

Coverage subject to change.
DIGITAL

As the digital age advances, BloodHorse embraces each medium to provide readers with a variety of content available on the platforms they desire. BloodHorse’s digital properties provide additional touch points for readers to connect with us.

TABLET EDITION

The Tablet edition of BloodHorse magazine offers readers a truly engaging multimedia experience with each issue. While it contains the news, features, and content found in the print edition, it also provides added enhancements such as videos, hi-res photography, and other interactive elements – bringing the content of the publication to life.

BLOODHORSE.COM

BloodHorse.com is the Thoroughbred industry’s leading online resource and is the home to wide-ranging and fast-breaking industry news and information, as well as race replays, original video program broadcasts, leading sire and breeder lists, regional news, industry blogs, longform editorial and other interactive content.

Each month, BloodHorse.com reaches thousands of loyal Thoroughbred owners, breeders, trainers, racing fans, horseplayers, and other industry professionals.

BloodHorse subscribers engage with our content in a number of digital formats as well, giving you the opportunity to reach them multiple times and in ways convenient to your customers.*

BLOODHORSE DAILY

BloodHorse Daily provides the Thoroughbred professional daily news, analysis, race entries, and results. Available as a mobile application for both Apple and Android, and a PDF emailed to you in a daily newsletter, BloodHorse Daily provides a recap of the previous day and an all-important look at the day ahead.

Daily columnists and renowned contributors provide analysis and statistics of the information you need to know and think about. BloodHorse Daily will offer a concise, curated daily analysis of news and results.

SOCIAL MEDIA

Sponsored social media content is one of the most popular and successful digital marketing methods used today. BloodHorse’s active social media presence connects with our readers like never before, providing 254,000+ followers across Facebook, Twitter, Instagram, and YouTube.

*Results from independent survey of BloodHorse magazine subscribers conducted 3/2016
A digital version of the BloodHorse is available via tablet

Perfect for our International audience and Thoroughbred professionals on the go

Offers readers a multimedia experience featuring exclusive editorial content, photography, and video allowing the advertiser to bring their product or service to life for consumers

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ADVERTISING CREATIVE ENHANCEMENTS

Enlarge your reach and engage readers in a new way by adding a creative enhancement in the tablet edition of BloodHorse to your ad buy. Ask about adding one of the following:

- Video, either streamed or embedded
- Photo slideshow
- Cover overlay
- Additional full page ads
- Web enablement
Roles and Responsibilities

- **Managers**: Overseeing the day-to-day operations of the stables.
- **Trainers**: Training horses for racing and improving their performance.
- **Vets**: Ensuring the health and well-being of the horses.
- **Exercise Riders**: Training the horses.

**Sales of Yearlings**

On July 10th, the first crop of yearlings were sold.

- $170,000
- $140,000
- $135,000
- $120,000
- $115,000
- $110,000
- $100,000

**Recent Sale**

The highest-selling horse from the sale was the offspring of Mucho Macho Man.

**Racing Results**

- **3rd Place**: Horse A, Trainer B, Jockey C
- **2nd Place**: Horse D, Trainer E, Jockey F
- **1st Place**: Horse G, Trainer H, Jockey I

**Website Information**

- [BloodHorse.com](http://BloodHorse.com)
- [BHDaily](http://BHDaily)

**Contact Information**

- BloodHorse.com / 859.278.2361
- 821 Corporate Drive / Lexington, KY 40503

**Download the FREE smartphone app**

Available as a PDF emailed to you and mobile app, which is updated throughout the day, and also listen via your Alexa-enabled device.

**The BloodHorse audience is on the move. Reach them everywhere they go with the BloodHorse Daily mobile app**

- Free app download from Google Play or the Apple App Store
- Automatic updates in the app as news happens
- Video race replays
- Push notifications when breaking news occurs

**BLOODHORSE DAILY METRICS**

- **20,733** subscribers
- **Largest subscriber base** of any industry electronic daily newsletter
- **29,493** mobile app downloads

**October 2020**
TESTIMONIALS

“I enjoy reading the Bloodhorse Daily newsletter each morning. It provides the pertinent information I need on industry news, as well as results and stakes entries in a clear and concise manner.”

Walker Hancock
Claiborne Farm

“BloodHorse Daily is the perfect way to stay updated on what’s going on in the Thoroughbred industry... breeding, racing, sales... it’s all there. The app is great because it keeps you up to date with the latest news throughout the day.”

Jeffrey A. Cannizzo
Executive Director, New York Thoroughbred Breeders, Inc.

“I like the innovation and updates that the Blood Horse Daily has set forth. Being able to click on an advertisement that takes you right to a source with more details is invaluable.”

Craig Fravel
The Stronach Group

“I love the Daily. It is the most convenient way to stay informed about the day’s Thoroughbred headlines.”

Paul Reddam
Reddam Racing

“The BloodHorse Daily is a fantastic way to stay current on Thoroughbred Racing and breeding news. I particularly like the BloodHorse Daily app. I can stay updated on the latest news anytime or anywhere.”

Tom Hinkle, Hinkle Farms

“BloodHorse Daily is quick hitting, well-written, and helps me stay on top of all that’s happening in our industry. I especially like the entries, results, and easy access to race replays. Well done!”

Price Bell Jr. – Nicoma Bloodstock
SHARP AZTECA ADDS ANOTHER TOP-LEVEL SCORE FOR FREUD
By Alan Porter

Since capturing his first black-type win, the 2013 British Two Thousand Guineas (G1) winner Sharp Azteca established himself as one of the best sprinters around. Only once out of the top three in an unsuccessful start, Sharp Azteca added his first stakes win in the Malibu Stakes (G1) last December, he was a clear second in the Molegan San Metropolitan Handicap (G1) with an answer for the knock on effort by Mr. Spirit, and in the Las Vegas Handicap (G2) a week later he accounted for all the Battle of Midway, who edged past him in the final furlong. But Nov. 1, Sharp Azteca gained his first victory at the highest level, taking the Cigar Mile Handicap Presented by NYRA Bets (G1) by 5 3/4 lengths over Mind Your Beanz, while running a career-high 104 Speed Figure of 105.

Sharp Azteca is by Artax, a son of Storm Cat, and full brother to Gatsby’s Canny Gan, who demonstrates a different aptitude than his brother, who did his best work from a mile to 1 1/8 furlongs. Freud broke his maiden over a mile in his first start at 2, after nursing two seconds in four starts at 2. But after a well-beaten second in the Eton Burleigh’s Irish Two Thousand Guineas (G1), Freud produced a much better effort when dropping back to six furlongs for the Cork and Orrery Stakes (G2), where he showed off a multiple-stake winner back to the turf by sharp Aidan O’Brien progeny. Sharp Azteca is a son of Saint Liam, 2000 Halo, and Saint Ballado, a brother to champion Glorious Cause.

The 2015 American Horse of the Year has been represented by 47 stakes winners. Sharp Azteca’s dam, Sharnel, is out of the Storm Cat mare So Lovely. His sire, Freud, is by the brilliant Saint Liam, 2000 Halo, and Storm Cat, 1983 Northern Dancer. Saint Liam, 2000 Halo, and Storm Cat are both sired by the incomparable Northern Dancer, who took the Prioress Stakes (G1) and Vosburgh Stakes (G2) and captured the Preakness Stakes (G1) and Kelso Handicap (G2) in 1979. The Kentucky Derby (G1) and Preakness Stakes (G1) double winner has been represented by 26 stakes winners.

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THE 2015 AMERICAN HORSE OF THE YEAR HAS BEEN REPRESENTED BY 47 STAKES WINNERS. SHARP AZTECA’S DAM, SHARNEL, IS OUT OF THE STORM CAT MARE SO LOVELY. HIS SIRE, FREUD, IS BY THE BRILLIANT SAINT LIAM, 2000 HALO, AND STORM CAT, 1983 northern DANCER. SAINT LIAM, 2000 HALO, AND STORM CAT ARE BOTH Sired BY THE INCOMPARABLE northern DANCER, WHO TOOK THE PRIORRESS STAKES (G1) AND VOSBURGH STAKES (G2) AND CAPTURED THE PREAKNESS STAKES (G1) AND KELSO HANDICAP (G2) IN 1979. THE KENTUCKY DERBY (G1) AND PREAKNESS STAKES (G1) DOUBLE WINNER HAS BEEN REPRESENTED BY 26 STAKES WINNERS.
The Thoroughbred industry’s #1 online resource

Wide-ranging and fast-breaking industry news and information

Sire lists updated daily

ANNUAL PAGE VIEWS:
MORE THAN 42.3 MILLION IN 2019

Largest equine news site** focused on owners and breeders

*Results from independent survey of BloodHorse.com visitors conducted 6/2016

**Website comparisons by Alexa Traffic Rank show Bloodhorse.com to be significantly larger than any other equine website focused on owners and breeders.
SPONSORED SOCIAL MEDIA POSTS

SOCIAL MEDIA

Sponsored social media content is one of the most popular and successful digital marketing methods used today. BloodHorse’s active social media presence connects with our readers like never before, providing 268,400+ followers across Facebook, Twitter, Instagram, YouTube, and Pinterest.

- **FACEBOOK** 135,003 Likes
  Copy Limits: 300 characters maximum, plus URL

- **TWITTER** 67,972 Followers
  Copy Limits: 140 characters, including URL

- **YOUTUBE** 7,400 Subscribers

- **INSTAGRAM** 58,087 Followers

*Largest social media following* of any industry news media focused on owners and breeders

*Social Media Overview as of October 2020*
COMPREHENSIVE STATS

» Complete racing and sales history through the second dam

» Stud Fees for the sire, sire auction averages, dosage

» Expanded nicking

COMPLETE HISTORY FOR EVERY RUNNER IN THE FAMILY

» Top race value/track/distance

» Exclusive ratings from TrueNicks, Equibase and Thoro-Graph

Questions or Advertising Inquiries – 859.276.6812

View Order Form and email cjohnston@bloodhorse.com
COMPREHENSIVE GUIDES

» Published quarterly in association with the National Racing Association and the Thoroughbred Racing Association, the National Stakes Conditions books are important race guides for Thoroughbred owners, trainers, breeders and racing officials.

» This is the industry’s go-to resource for stakes information.

» **Cover Dates for 2021:**
  Jan. 16, April 10, July 17, Oct. 16

Questions or Advertising Inquiries – 859.276.6812

View Order Form and email sdievert@bloodhorse.com, kheasley@bloodhorse.com or elambertus@bloodhorse.com
HealthZone is a monthly health- and science-focused editorial section in BloodHorse magazine/tablet that provides advertisers a 250-word sidebar adjacent to the HealthZone article.

In addition to the print/tablet magazine, each HealthZone PDF is available as a free download on BloodHorse.com.

BloodHorse is the Thoroughbred industry’s flagship publication that serves subscribers which include Thoroughbred owners, breeders, trainers and other industry professionals and enthusiasts in the United States and around the world.

### ISSUE | HEALTHZONE | SPECIAL FOCUS | AD SPACE DUE | MATERIALS DUE
--- | --- | --- | --- | ---
January | Mare Health | Keeneland January Sale Results | January 5 | January 7
February | Foal Health | Juvenile Sales Preview | February 9 | February 11
March | Fly Control | Derby Prep Races | March 2 | March 4
April | Nutrition | Triple Crown Preview | April 13 | April 15
May | Hoof Care | Kentucky Derby Results | May 4 | May 15
June | Deworming | Belmont Stakes Results | June 1 | June 3
July | Joint Health | Select Summer Sales | July 6 | July 8
August | Gastric Ulcers | Saratoga Sales & Racing | August 3 | August 5
September | Grooming | Keeneland Yearling Sales | September 7 | September 9
October | Vaccines | Keeneland/Breeders’ Cup Preview | October 19 | October 21
November | Feed | Breeders’ Cup Results | November 2 | November 4
Stallion Register | Breeding | Mares | November 16 | November 18

Dates and topics subject to change.

NATIONAL PRODUCTS/SERVICES
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1-800-866-2361, ext. 6847
direct 859-276-6847
elambertus@BloodHorse.com
## 2021 RATES

### BLOODHORSE MAGAZINE AND TABLET

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<td>$5,759</td>
<td>$5,667</td>
<td>$5,643</td>
<td>$5,549</td>
<td>$5,458</td>
<td>$5,378</td>
</tr>
<tr>
<td>1/2 Page Spread</td>
<td>$4,235</td>
<td>$4,180</td>
<td>$4,134</td>
<td>$4,087</td>
<td>$4,066</td>
<td>$4,017</td>
<td>$3,970</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,218</td>
<td>$3,169</td>
<td>$3,124</td>
<td>$3,113</td>
<td>$3,065</td>
<td>$3,018</td>
<td>$2,979</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,742</td>
<td>$2,708</td>
<td>$2,678</td>
<td>$2,645</td>
<td>$2,623</td>
<td>$2,593</td>
<td>$2,565</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,408</td>
<td>$2,380</td>
<td>$2,358</td>
<td>$2,334</td>
<td>$2,324</td>
<td>$2,299</td>
<td>$2,275</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,391</td>
<td>$1,368</td>
<td>$1,354</td>
<td>$1,347</td>
<td>$1,339</td>
<td>$1,326</td>
<td>$1,308</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,216</td>
<td>$1,197</td>
<td>$1,192</td>
<td>$1,180</td>
<td>$1,176</td>
<td>$1,163</td>
<td>$1,152</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>PROCESS 2-COLOR</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
<th>36X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$4,779</td>
<td>$4,683</td>
<td>$4,592</td>
<td>$4,568</td>
<td>$4,473</td>
<td>$4,383</td>
<td>$4,302</td>
</tr>
<tr>
<td>1/2 Page Spread</td>
<td>$3,160</td>
<td>$3,104</td>
<td>$3,059</td>
<td>$3,012</td>
<td>$2,991</td>
<td>$2,942</td>
<td>$2,894</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,502</td>
<td>$2,453</td>
<td>$2,408</td>
<td>$2,397</td>
<td>$2,349</td>
<td>$2,302</td>
<td>$2,263</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,026</td>
<td>$1,992</td>
<td>$1,962</td>
<td>$1,929</td>
<td>$1,908</td>
<td>$1,877</td>
<td>$1,849</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,692</td>
<td>$1,664</td>
<td>$1,642</td>
<td>$1,618</td>
<td>$1,608</td>
<td>$1,583</td>
<td>$1,559</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,045</td>
<td>$1,023</td>
<td>$1,009</td>
<td>$1,002</td>
<td>$994</td>
<td>$981</td>
<td>$963</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$871</td>
<td>$852</td>
<td>$847</td>
<td>$835</td>
<td>$831</td>
<td>$818</td>
<td>$806</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BLACK &amp; WHITE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>24X</th>
<th>36X</th>
<th>52X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$4,106</td>
<td>$4,010</td>
<td>$3,918</td>
<td>$3,894</td>
<td>$3,800</td>
<td>$3,709</td>
<td>$3,629</td>
</tr>
<tr>
<td>1/2 Page Spread</td>
<td>$2,486</td>
<td>$2,431</td>
<td>$2,385</td>
<td>$2,338</td>
<td>$2,318</td>
<td>$2,268</td>
<td>$2,221</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,053</td>
<td>$2,004</td>
<td>$1,959</td>
<td>$1,948</td>
<td>$1,900</td>
<td>$1,853</td>
<td>$1,814</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,577</td>
<td>$1,543</td>
<td>$1,513</td>
<td>$1,480</td>
<td>$1,458</td>
<td>$1,428</td>
<td>$1,400</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,243</td>
<td>$1,215</td>
<td>$1,193</td>
<td>$1,169</td>
<td>$1,159</td>
<td>$1,134</td>
<td>$1,110</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$830</td>
<td>$808</td>
<td>$794</td>
<td>$787</td>
<td>$779</td>
<td>$765</td>
<td>$748</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$656</td>
<td>$637</td>
<td>$631</td>
<td>$620</td>
<td>$616</td>
<td>$603</td>
<td>$591</td>
</tr>
</tbody>
</table>

*All rates are gross. Cover rates upon request. See additional rate information & mechanical charges. Rates subject to change without notice.*

Contact your sales representative for information on discounted packages including consignments, regional and multi-platforms.
### 2021 RATES

#### BLOODHORSE DAILY PRINT (PDF) & APP

<table>
<thead>
<tr>
<th>PRINT FORMAT (PDF)</th>
<th>AD SIZE</th>
<th>1X GROSS</th>
<th>13X GROSS</th>
<th>26X GROSS</th>
<th>39X GROSS</th>
<th>52X GROSS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Banner</td>
<td>1.8” x 1.5” 700 (max)</td>
<td>$275</td>
<td>$267</td>
<td>$259</td>
<td>$250</td>
<td>$242</td>
</tr>
<tr>
<td>Front Page Ad</td>
<td>3.85” x 3.75”</td>
<td>$950</td>
<td>$922</td>
<td>$893</td>
<td>$865</td>
<td>$836</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.5” x 11”</td>
<td>$1,500</td>
<td>$1,459</td>
<td>$1,414</td>
<td>$1,369</td>
<td>$1,324</td>
</tr>
<tr>
<td>Full Page Regional</td>
<td>8.5” x 11”</td>
<td>$350</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>3.85” x 9.9” or 7.9” x 5”</td>
<td>$1,100</td>
<td>$1,083</td>
<td>$1,049</td>
<td>$1,016</td>
<td>$982</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>7.9” x 3.4”</td>
<td>$975</td>
<td>$954</td>
<td>$924</td>
<td>$895</td>
<td>$865</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.85” x 4.75” or 7.9” x 2.5”</td>
<td>$850</td>
<td>$824</td>
<td>$798</td>
<td>$773</td>
<td>$747</td>
</tr>
<tr>
<td>Strip Ad</td>
<td>7.9” x 1.25”</td>
<td>$625</td>
<td>$612</td>
<td>$593</td>
<td>$574</td>
<td>$555</td>
</tr>
<tr>
<td>Business Links</td>
<td>2.36” x 0.2”</td>
<td>$100</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Daily Email &amp; Interstitial</td>
<td>610 x 90 &amp; 650 x 475</td>
<td>$530</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

#### DAILY MOBILE APP (APPLE & ANDROID)

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>MONTHLY GROSS RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Interstitial (appears upon 1st &amp; each subsequent 5th action)</td>
<td>320 x 480</td>
</tr>
<tr>
<td>Daily Main Page</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Latest News Page</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Race Results Sponsorship</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Entries Page</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Results Page</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Article Page</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Sire Lists Sponsorship</td>
<td>320 x 50</td>
</tr>
<tr>
<td>MarketWatch Sponsorship</td>
<td>320 x 50</td>
</tr>
</tbody>
</table>

Contact your sales representative for information on discounted packages including consignments, regional and multi-platforms.
## 2021 RATES

### BLOODHORSE.COM

<table>
<thead>
<tr>
<th>HOMEPAGE</th>
<th>AD SIZE</th>
<th>MONTHLY NET RATE/CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lightbox (Interstitial)</td>
<td>1000 x 700, 550x480, 300x250</td>
<td>$40/CPM</td>
</tr>
<tr>
<td>Floating Banner</td>
<td>550 x 480, 300x250</td>
<td>$35/CPM</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$3,000</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>$1,750</td>
</tr>
<tr>
<td>Marketplace Link</td>
<td>text link</td>
<td>$150</td>
</tr>
</tbody>
</table>

### RUN OF SITE

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>MONTHLY NET RATE/CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floating Banner (channel landing pages)</td>
<td>550 x 480</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

*Ask for daily/weekly rates.*

### TARGETED PLACEMENTS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>MONTHLY NET RATE/CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel Sponsorship: News, Racing, Breeding, Sales, International &amp; Handicapping</td>
<td>Logo, channel landing page banner &amp; ROS banner</td>
</tr>
<tr>
<td>Race Replays Medium Rectangle</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Sire Lists Sponsorship (National/Regional)</td>
<td>728 x 90 or 970 x 90</td>
</tr>
<tr>
<td>Triple Crown &amp; Breeders’ Cup Coverage Sponsorships</td>
<td>All related news, video, podcasts, slideshows, blogs, live chats &amp; newsletter</td>
</tr>
<tr>
<td>Stallion Spotlights: Race Results/Sales Coverage, Race Alerts</td>
<td>234 x 60 &amp; text link; logo</td>
</tr>
</tbody>
</table>

*Ask for targeted placement options.*

Contact your sales representative for information on discounted packages including consignments, regional and multi-platforms.
# 2021 Rates

## BloodHorse Weekly Newsletters

<table>
<thead>
<tr>
<th>Edition</th>
<th>AD Size</th>
<th>1X Net Rate</th>
<th>4X Net Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week In Review</td>
<td>Top Banner (300 x 250)</td>
<td>$250</td>
<td>$800</td>
</tr>
<tr>
<td></td>
<td>Strip Ad (610 x 90)</td>
<td>$175</td>
<td>$550</td>
</tr>
<tr>
<td>Racing Preview</td>
<td>Top Banner (300 x 250)</td>
<td>$250</td>
<td>$800</td>
</tr>
<tr>
<td>Friday @ noon EST; 18,500 Subscribers</td>
<td>Strip Ad (610 x 90)</td>
<td>$175</td>
<td>$550</td>
</tr>
<tr>
<td>Weekend Racing Recap</td>
<td>Top Banner (300 x 250)</td>
<td>$250</td>
<td>$800</td>
</tr>
<tr>
<td>Monday @ 9 am EST; 18,000 Subscribers</td>
<td>Strip Ad (610 x 90)</td>
<td>$175</td>
<td>$550</td>
</tr>
<tr>
<td>Triple Crown/Breeders’ Cup</td>
<td>Top Banner (300 x 250)</td>
<td>Inquire</td>
<td>Inquire</td>
</tr>
<tr>
<td>Tuesdays: Feb-Jun/Aug-Nov; 18,000 Subscribers</td>
<td>Logo Ads (120 x 60)</td>
<td>Inquire</td>
<td>Inquire</td>
</tr>
</tbody>
</table>

Contact your sales representative for information on
discounted packages including consignments,
regional and multi-platforms.
MECHANICAL REQUIREMENTS
BLOODHORSE MAGAZINE

GENERAL INFORMATION
Unless specific permission is granted, space reservations and finished advertising material must be received at BloodHorse according to the following schedule:

» All space reservations: By Tuesday, 5 pm EST, 11 days prior to cover date.
» Digital files and materials: By Thursday, noon, 9 days prior to cover date.

Insertion orders can be FAXed to: (859) 276-6706. Insertion orders and/or advertising materials can be:
Mailed to: BloodHorse, 821 Corporate Drive, Lexington, KY 40503

PRINT/ONLINE CLASSIFIED ADS
Rates: $100 per inch, one inch minimum. $94 per inch for three to five insertions. $86 per inch for six to 11 insertions. $80 per inch for 12 or more insertions.
Deadline: Noon, Wednesday of week prior to cover date. For use of BloodHorse box number: $20. Prepayment required. By-The-Word or Text Classified ads are available at a rate of .96/word with a minimum of $25. Visit www.BloodHorse.com/ByTheWord to place these yourself.

ADDITIONAL RATE INFORMATION
Frequency rate discounts are determined by the number of insertions used by one advertiser during a 12-month period from the date of the first insertion. Spreads are counted as two insertions. Special guaranteed positions carry the space rate, plus 15% premium. Streamers, two inches deep by three columns wide, are accepted for placement at the bottom of pages; this is considered a special position, and therefore carries the 15% rate premium. There is no additional charge for bleed advertisements. Black-and-white space rates provide for one color (black). Additional color charges, per insertion, are:

- Two-color (process): $449
- Three-color (process): $783
- Four-color (process): $1,165
- Five-color (4 process + 1 PMS Basic): $1,731
- Six-color (4 process + 2 PMS Basic): $2,338
- Match PMS Ink surcharge: $177
- Metallic ink surcharge: $181
- Bleed: N/C

Color charges are discounted for spreads as follows: advertisers are billed a full color charge for one page, and 50% of the color charge for the facing page. For the same extra color(s) on five or more consecutive pages the full color charge will apply to the first page, and 50% color charge will apply to each succeeding page. Color charges reduced for 1/3 page and smaller.

MECHANICAL REQUIREMENTS
BloodHorse is printed on an offset heat set web press, with perfect binding, at a 175 line screen. Trim size: 8.125” x 10.875”; bleed size: 8.375” x 11.125”; image safety area 7” x 10”. Advertisers who place copy or artwork outside of this image area do so at their own risk as information could be lost in the trimming process. There are three columns to the standard page, each 2.25” wide. In the Stakes Winners Section, there are two columns to the page, each 3.375” wide. For full bleed, allow .125” on each side, top and bottom. Copy for bleed pages should not exceed the image area. For spreads bleeding across the gutter, allow .125” for each page for bindery grind off.

DIGITAL AD SPECIFICATIONS
Complete digital specifications can be found at: www.BloodHorse.com/MediaKit

PREFERRED FORMAT: We use a single page PDF workflow. Our preference is to receive files as high res PDF. NEW FOR 2020: Please include both bleed marks and crop marks on any PDF with bleeds.

We can accept digital files prepared in and received as InDesign or QuarkXpress, Illustrator, Freehand, PhotoShop, PC QuarkXpress; however, files furnished in these formats will incur a fee for normalizing and making a PDF. If we correct RGB to CMYK, bleeds, fonts or resolution a $25 fee will be charged. We ask for an accurate proof to be provided. Photos and images should be scanned at a minimum 300 dpi.

SPREADS: Our workflow system requires spreads be set up as single pages. If we do not receive as single pages you will be assessed a charge for separating the pages.

FONTS: All native files must be accompanied by fonts. Type 1 fonts or Open Type fonts are preferred; please include screen and printer fonts. Fonts for PC files will be substituted with the Mac font equivalent.

PHOTOS: All photos must be a minimum of 300 dpi in CMYK. Advertiser incurs a charge if a photo is converted from RGB to CMYK.

SOFTWARE: InDesign (Mac Preferred) • QuarkXpress (Mac Preferred) • Illustrator • Photoshop

GRAPHICS FORMAT: Tiff • Bitmap • Photoshop EPS
MECHANICAL REQUIREMENTS

BLOODHORSE MAGAZINE

EPS (NOTE: In all Illustrator and Freehand EPS’s text should be converted to outlines or fonts supplied. All colors converted to CMYK. All linked images must be sent as well.) JPEG (NOTE: Charges for computer time will be incurred for converting image to a 4-color tiff.)

ELECTRONIC TRANSMISSIONS: Please send a PDF proof to your ad rep or fax a copy of the ad along with the name and extension of the file(s), to 859.276.6706. File names should be as short as possible and contain only alpha-numerical characters. Avoid blank spaces and punctuation marks. Small files can be sent by e-mail to: production@BloodHorse.com

Larger files can be sent via FTP using your web browser:
USERNAME: bhproduction
PASSWORD: pogo051

PRODUCTION/TECHNICAL QUESTIONS

Forrest Begley = Traffic Manager
859.276.6728 _ fbegley@BloodHorse.com

Customer Service, Fax Number 859.276.6706

CONTRACT AND RATE CONDITIONS

All advertising contracts are accepted subject to the terms and provisions of the current rate card, and no waiver or modification is binding upon BloodHorse unless in writing and approved by the Publisher.

BloodHorse shall be subject to no liability for failure to publish or circulate any advertising because of accidents, fires, work stoppages, dilatory postal delivery, acts of God, or other circumstances beyond the control of BloodHorse.

Insertion orders are binding on the advertiser at issue closing date and may not be canceled thereafter, but BloodHorse reserves the unrestricted right to reject any advertising at any time. Failure by BloodHorse to publish advertising matter invalidates the insertion order for such matter, but shall not constitute a breach of contract nor affect any earned discount.

All advertising must be clearly identified as such by inclusion of a trademark, logotype, or name of the advertiser, or the word “advertisement” shall be printed at the top and bottom of such advertisement. Any advertisement that mimics editorial layout is subject to review, and shall be clearly labeled as “advertisement.” BloodHorse expressly reserves the right not to publish any advertisement which, in the opinion of the Publisher, is inappropriate.

All advertising claims or assertions must be supported by documentary evidence, and if put in question by BloodHorse, the burden of proof rests with the advertiser and his agent. BloodHorse relies on statistics furnished by The Jockey Club Information Systems and Daily Racing Form for verification.

All advertising is accepted only upon representation of the advertising agency and the advertiser that each of them is authorized to publish the entire content of the advertisement, and that the advertiser has the right to, and is capable of, selling or providing, timely, the product or service advertised at the price advertised. In consideration for publication of an advertisement, the advertiser and advertising agency, jointly and severally, agree to indemnify and save harmless BloodHorse and staff members from and against any loss, liability, and expense, including reasonable attorney fees, incurred by reason of any claim that may arise out of publication of such advertisement.

PAYMENTS AND COMMISSIONS

Advertising accounts are billed upon publication, net due payable within 10 days with no discount. A 1.5% monthly service charge (APR of 18.0%) is added to the unpaid balance of accounts due after 30 days. The advertiser and agent are jointly and severally liable for payment of accounts to BloodHorse. If payment is not received within 90 days of billing from an agent, the corresponding advertiser may be billed directly by BloodHorse.

Commission discounts are allowed recognized advertising agencies which supply insertion orders and complete advertising materials, and which assume responsibility for payment. A 15.0% commission may be discounted from accounts paid in full within 60 days. A 10.0% percent commission may be discounted from accounts paid within 90 days of billing. No agency discounts are allowed on any accounts unpaid for more than 90 days. Agency commissions apply to space, color and special position charges only. Other charges are not commissionable.

Any difference between rate scheduled and rate earned (short rate) is due 10 days following billing for the last insertion of a schedule. Rebates, limited to one frequency discount greater than scheduled, are credited when earned and requested.
MECHANICAL REQUIREMENTS
BLOODHORSE MAGAZINE

Page Size: **Trim** 8.125” x 10.875”. **Bleed** 8.375” x 11.125”

Image Area Full Page: 7” x 10”

**STAKES WINNERS (2 COLUMN) PAGE FORMAT**

**TWO-THIRDS PAGE**
- 2 columns 4.625” x 10”
- 3 columns 7” x 4.375”

**ONE-HALF PAGE**
- 1.5 columns 3.375” x 10”
- 2 columns 4.625” x 7.4375”
- 3 columns 7” x 4.9375”

**ONE-THIRD PAGE**
- 1 column 2.25” x 10”
- 1.5 columns 3.375” x 6.4375”
- 2 columns 4.625” x 4.9375”
- 3 columns 7” x 3.4375”

**STANDARD (3 COLUMN) PAGE FORMAT**

**ONE-FOURTH PAGE**
- 1 column 2.25” x 7.4375”
- 1.5 columns 3.375” x 4.9375”
- 2 columns 4.625” x 3.4375”

**ONE-SIXTH PAGE**
- 1 column 2.25” x 4.9375”
- 1.5 columns 3.375” x 3.4375”
- 2 columns 4.625” x 2.4375”
- One inch 2.25” x .9375”

Small files can be sent by e-mail to:
production@BloodHorse.com

Larger files can be sent via FTP:
USERNAME: bhproduction
PASSWORD: pogo051
# MECHANICAL REQUIREMENTS

## BLOODHORSE DAILY

<table>
<thead>
<tr>
<th>PRINT FORMAT (PDF)</th>
<th>AD SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title Banner</td>
<td>1.8” x 1.5” 700 (max)</td>
</tr>
<tr>
<td>Front Page Ad</td>
<td>3.85” x 3.75”</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.5” x 11”</td>
</tr>
<tr>
<td>Full Page Regional</td>
<td>8.5” x 11”</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>3.85” x 9.9” or 7.9” x 5”</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>7.9” x 3.4”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.85” x 4.75” or 7.9” x 2.5”</td>
</tr>
<tr>
<td>Strip Ad</td>
<td>7.9” x 1.25”</td>
</tr>
<tr>
<td>Business Links</td>
<td>2.36” x 0.2”</td>
</tr>
<tr>
<td>Daily Email &amp; Interstitial</td>
<td>610 x 90 &amp; 650 x 475</td>
</tr>
</tbody>
</table>

**FILE FORMAT:** PDF (maximum file size 10MB)

**RESOLUTION:** High (300 dpi)

**EMAIL ADS TO:** dailyads@bloodhorse.com

*Please include target URL to link the ad*

<table>
<thead>
<tr>
<th>DAILY MOBILE APP (APPLE &amp; ANDROID)</th>
<th>AD SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Interstitial (appears upon 1st &amp; each subsequent 5th action)</td>
<td>320 x 480</td>
</tr>
<tr>
<td>Daily Main Page</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Latest News Page</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Race Results Sponsorship</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Entries Page</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Results Page</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Article Page</td>
<td>320 x 50</td>
</tr>
<tr>
<td>Sire Lists Sponsorship</td>
<td>320 x 50</td>
</tr>
<tr>
<td>MarketWatch Sponsorship</td>
<td>320 x 50</td>
</tr>
</tbody>
</table>

**FILE FORMAT:** .gif, .jpeg, .png

**MAXIMUM FILE SIZE:** 15KB for 320x50; 30KB for 320x480

**EMAIL ADS TO:** dailyads@bloodhorse.com

*Please include target URL to link the ad*

“All ads must be designed for portrait-only orientation. Mobile banners may be static or animated. Full page interstitial must be static. Third-party tags, custom HTML and JavaScript are accepted. Additional lead time for creative testing is required.”
BloodHorse, LLC adheres to all Internet Advertising Bureau guidelines. If you have any questions about the contents of this document, please contact us at ads@bloodhorse.com, or you can learn more at the Internet Advertising Bureau’s website: http://www.iab.com/guidelines/iab-display-advertising-guidelines/

General Creative Guidelines

» Resolution: 72 dpi

» Click-through Interaction: The destination URL must open in a new browser window.

» Audio: Must be user-initiated via a prominently visible mute/unmute button.

» Hotspot: Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.

» Defining ad space: Ad unit content must be clearly distinguishable from normal page content and must have a clear border with a minimum width of 1 pixel.

» Max number of host-initiated file requests: Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

» Maximum banners/unique URLs per placement: 5

» Mouse-over Interaction: Mouse-over interaction may provoke interaction only within the current open browser window and cannot link a user to a new website.

» Email Newsletters: Due to email platform limitations, only static JPG, GIF or PNG ads will be accepted for placement in email newsletters. HTML5 ads are not supported.

» Video Adjacent: Creative which appears adjacent to video content must not be animated and may only play audio or video upon user interaction.

» Flash Media: Must contain the Adobe clickTAG ActionScript in order for clicks to be tracked. A tutorial is available here: www.flashclicktag.com.

» Third Party Serving: All creative served via a third party must approved prior to publishing.

ANIMATION GUIDELINES

» Maximum length: 30-sec.

» Strobing/Flashing: Animation may be continuous but no strobing, flashing or shaking effects are allowed.

» Animated GIFs: Minimum 1-sec delay between frames.

» Maximum frame rate: 24 frames per second
## STANDARD AD UNITS

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>DIMENSIONS</th>
<th>MAX INITIAL LOAD</th>
<th>GIF, JPG, PNG, OR HTML5</th>
<th>FLASH</th>
<th>ANIMATION</th>
<th>IN-BANNER VIDEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>150 KB</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>150 KB</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>3:1 Banner</td>
<td>300x100</td>
<td>80 KB</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Super Leaderboard</td>
<td>970x90</td>
<td>150 KB</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Horizontal Banner</td>
<td>610x90</td>
<td>150 KB</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Spotlight Banner</td>
<td>234x60</td>
<td>40 KB</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Button</td>
<td>120x60</td>
<td>20 KB</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320x50</td>
<td>50 KB</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile Overlay</td>
<td>320x480</td>
<td>150 KB</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Text Link</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Text only. Max. 40 Characters**

## RICH MEDIA AD UNITS

### EXPANDABLE UNITS

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>DIMENSIONS</th>
<th>EXPANDED DIMENSIONS</th>
<th>MAX INITIAL LOAD</th>
<th>GIF, JPG, PNG, OR HTML5</th>
<th>FLASH</th>
<th>ANIMATION</th>
<th>IN-BANNER VIDEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>728x315</td>
<td>150 KB</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>600x250</td>
<td>150 KB</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160x600</td>
<td>600x600</td>
<td>150 KB</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Super Leaderboard</td>
<td>970x90</td>
<td>970x315</td>
<td>150 KB</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**EXPANDABLE UNIT GUIDELINES**

- **Expansion**: Expansion must be user-initiated.
- **Retraction**: The ad must provide means of retraction, which may be initiated by click or mouse-off.
- **Click-through**: On click-through, the ad must retract and the destination URL must open in a new browser window.
- **In-Banner Video**: See In-Banner Video Guidelines for details.
## FLOATING UNITS

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>DIMENSIONS</th>
<th>MAX INITIAL LOAD</th>
<th>GIF, JPG, PNG, OR HTML5</th>
<th>FLASH</th>
<th>ANIMATION</th>
<th>IN-BANNER VIDEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lightbox</td>
<td>1000x700, 550x480, &amp; 300x250</td>
<td>200 KB</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Floating Banner</td>
<td>550x480 &amp; 300x250</td>
<td>150 KB</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### FLOATING UNIT GUIDELINES

- **Close Button:** Floating Banners and Lightboxes must include a prominently visible close button. The clickable area of the close button must be no smaller than 24 pixels wide by 24 pixels high.

- **Frequency cap limitations:** Frequency cap limitations are imposed on all ads that, without user initiation, overlay or interrupt editorial content.

- **In-Banner Video:** See In-Banner Video Guidelines for details.

## IN-BANNER VIDEO UNITS

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>DIMENSIONS</th>
<th>MAX INITIAL LOAD</th>
<th>GIF, JPG, PNG, OR HTML5</th>
<th>FLASH</th>
<th>ANIMATION</th>
<th>IN-BANNER VIDEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>150 KB</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>150 KB</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160x600</td>
<td>150 KB</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Super Leaderboard</td>
<td>970x90</td>
<td>150 KB</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Floating Banner</td>
<td>550x480</td>
<td>150 KB</td>
<td>✓ ✓ ✓ ✓</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### IN-BANNER VIDEO GUIDELINES

- **Minimum Frame Rate:** 24 fps
- **Maximum Length:** 15 sec for host-initiated video, unlimited for user-initiated video
- **Host-initiated video file size:** 1.1 MB in addition to maximum initial load
- **User-initiated video file size:** Unlimited
- **Required Video Controls:** Video may omit controls until user initiates interaction. Upon user interaction, video controls must include Play, Pause, Mute or volume control to zero (0) output for videos that expand out of initial ad upon interaction. For auto play videos that play in banner only Mute or volume control to zero (0) is required.
- **HTML5 video controls:** To improve performance and reduce file size, use control attributes in the HTML5 video tag for controls instead of providing custom assets for displaying controls.
- **Video codec:** Use MPEG-4 (MP4) file formats for H.264-encoded video for a more seamless delivery across devices. For audio, AAC is more widely supported.
- **Video format:** At a minimum, the MP4/H.264 file format should be provided, but alternate files using formats such as WebM and VP8 may also be submitted.
ADVERTISING SPECIFICATIONS
BLOODHORSE.COM

PRE-ROLL VIDEO

<table>
<thead>
<tr>
<th>MAXIMUM DURATION</th>
<th>15 sec</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIN. DIMENSIONS (IN PIXELS)</td>
<td>640x360 (16:9) 640x480 (4:3)</td>
</tr>
<tr>
<td>MAXIMUM FILE SIZE</td>
<td>1.5 MB</td>
</tr>
<tr>
<td>FILE FORMAT</td>
<td>MP4</td>
</tr>
<tr>
<td>VIDEO CODEC</td>
<td>H.264</td>
</tr>
<tr>
<td>AUDIO CODEC</td>
<td>AAC</td>
</tr>
<tr>
<td>VIDEO FRAME RATE</td>
<td>Minimum 25 fps</td>
</tr>
<tr>
<td>MINIMUM BIT RATE</td>
<td>500 kbps</td>
</tr>
<tr>
<td>MAXIMUM BIT RATE</td>
<td>2000 kbps</td>
</tr>
</tbody>
</table>

PRE-ROLL VIDEO GUIDELINES

- **Aspect Ratio:** Preferred aspect ratio is 16:9 but a ratio of 4:3 will be accepted.
- **Destination URL:** A URL is required. Please provide the destination URL along with your video file.
- **Third-party Serving:** Creative may be served via third parties that support the VAST standard.
- Post- and Mid-roll are not available.

SUBMISSION AND LEAD TIME

SUBMISSION INSTRUCTIONS

- Submit creative files via email to: ads@bloodhorse.com
- For each individual ad, please include:
  - Client name
  - Campaign/ad placement description
  - Start date
  - End date
  - Destination URL
- Please indicate if new submissions are to replace currently running creative or to be added to campaign rotation. If to be added to rotation, please indicate relative weightings.

LEAD TIMES

- **New Campaigns:** Materials due 2 business days prior to campaign start date
- **Creative Additions/Refreshes:** Same day if received by noon EST. Next business day if received after noon EST or on weekends.
- **Weekends & Holidays:** New campaign launch and creative refreshes may be scheduled for Saturdays, Sundays and holidays when scheduled before noon EST the previous business day.

TECHNICAL QUESTIONS

- If you have any questions regarding our technical requirements and digital creative guidelines, please send an email to: ads@bloodhorse.com
CLASSIFIED ADVERTISING

BloodHorse gives you TWO great reasons to advertise in our popular Classifieds section. When you place a classified advertisement in the printed BloodHorse magazine, your ad will also appear FREE online at BloodHorse.com. You’ll be reaching two unique audiences for one low price.

Text ads convey your message in a clear and simple fashion. You also have the option to step up to a BloodHorse display ad which helps you stand above the crowd. Display ads receive priority placement in both the magazine and on the web site to give you an extra selling edge.

You can also add color to your display ad for the most powerful presentation available. When you really want to be seen, you want a BloodHorse display ad with color. According to an industry study, color advertising attracts a remarkable 79% more readers than advertising without color. This method will give you the fastest response to your message!

<table>
<thead>
<tr>
<th>TEXT ADS</th>
<th>96¢ per word with a $25 minimum. A free boldface headline is included at no charge!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit Classifieds.BloodHorse.com to schedule your text ad</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BLACK &amp; WHITE DISPLAY ADS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FREQUENCY</strong></td>
<td><strong>1X</strong></td>
</tr>
<tr>
<td>1 INCH</td>
<td>$100</td>
</tr>
<tr>
<td>1½ INCH</td>
<td>$150</td>
</tr>
<tr>
<td>2 INCH</td>
<td>$200</td>
</tr>
<tr>
<td>2½ INCH</td>
<td>$250</td>
</tr>
</tbody>
</table>

All classified ads 5 column inches or larger are billed at display rates.

One extra color: $88 additional 4-color: $297 additional
Confidential P.O. Box: $20 additional

<table>
<thead>
<tr>
<th>PREFERRED DISPLAY ADS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FREQUENCY</strong></td>
<td><strong>1X</strong></td>
</tr>
<tr>
<td>SINGLE 4C (7”X2”)</td>
<td>$650</td>
</tr>
<tr>
<td>DOUBLE 4C (7”X4”)</td>
<td>$1,300</td>
</tr>
<tr>
<td>SINGLE BW (7”X2”)</td>
<td>$400</td>
</tr>
<tr>
<td>DOUBLE BW (7”X4”)</td>
<td>$800</td>
</tr>
</tbody>
</table>

To place a display ad contact:

Catherine Johnston
859-276-6812
800-866-2361, ext. 6812
cjohnston@bloodhorse.com