

Advertise Your Business with...

THE Horse SOURCE

Equine Directory for Dutchess & Surrounding Counties



- Advertisements at Reasonable Rates
- Graphic Design Services Available, if Needed
- **FREE** Directory Listing for Your Business
- Printed & Distributed **FREE** Annually

**Listing and Ad
Deadline:
December 1, 2021**

Ad Sizes & Rates

	B&W	COLOR
Business Card (3.55" w X 2" h)	\$50	\$75
Quarter Page (3.55" w X 4.82" h)	\$100	\$200
Half Page (7.38" w X 4.82" h)	\$175	\$300
Full Page (8.5" w x 11" h +.125" bleed) ...	\$300	\$500

File Type:
PDF or JPEG / 300dpi / B&W (Greyscale) or Color
Email to: LRyan@horsesource.net
or for more information call 845-797-1050
All Checks Payable to: The Horse Source

Premium Color Ads / 300dpi / CMYK

Front Cover/Full (8.5" w x 11" h +.125" bleed)	\$1,500
Back Cover/Full (8.5" w x 11" h +.125" bleed)	\$1,000
Inside Front Cover/Full (8.5" w x 11" h +.125" bleed) ...	\$900
Inside back Cover/Full (8.5" w x 11" h +.125" bleed) ...	\$800
1st Page/Full (8.5" w x 11" h +.125" bleed)	\$650
Center Fold (17" w X 11" h +.125" bleed)	\$850

Call for Availability, First Come Basis.

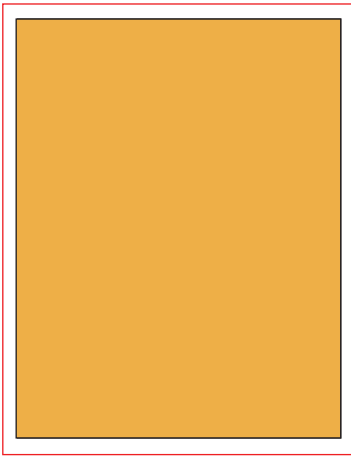
Ads not meeting general ad specifications can be modified for an additional fee.

FREE Business Directory Listing Form

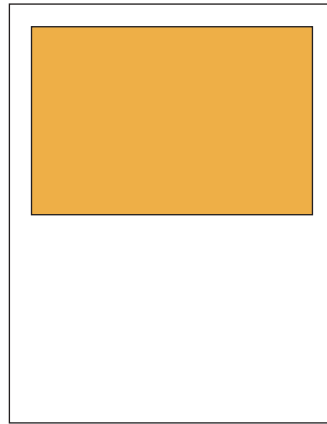
Business Name: _____ Contact Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Email: _____ Website: _____
 Office Phone: _____ Mobile Phone: _____
 25 Words or Less Describing Your Business: _____

Mail: Loretta Ryan, 5 North Parlman Rd., LaGrangeville, NY 12540 – **or** – **Email:** LRyan@horsesource.net – **or** – **Website:** www.horsesource.net

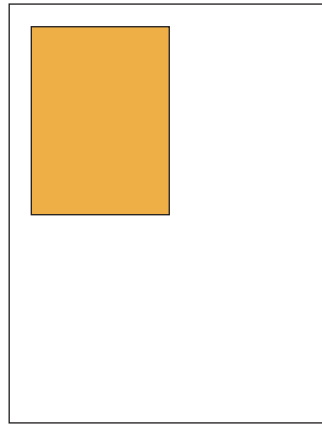
See additional advertising printing specifications on the next page!



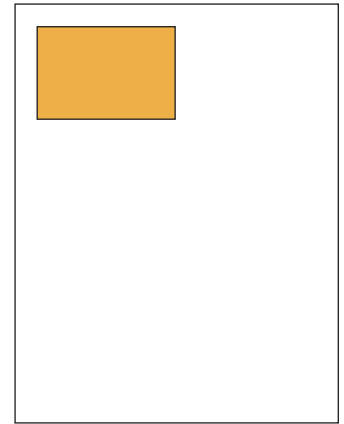
Ad: Interior Full Page
Size: 8.5”w X 11”h
Color: Color or B&W
Bleed: + .125” on all sides



Ad: Interior Half Page
Size: 7.38”w X 4.82”h
Color: Color or B&W
Bleed: None



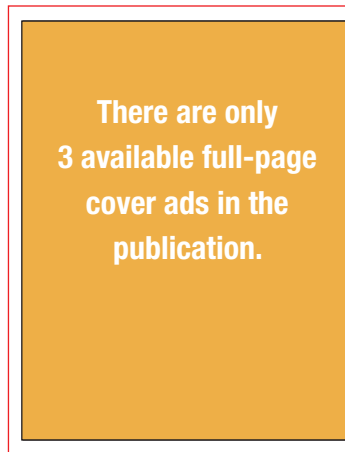
Ad: Interior Quarter Page
Size: 3.55”w X 4.82”h
Color: Color or B&W
Bleed: None



Ad: Business card
Size: 3.55”w X 2”h
Color: Color or B&W
Bleed: None



Ad: Center Fold
Size: 17”w X 11”h
Color: Color
Bleed: + .125” on all sides



Ad Type: Cover Full Page
Size: 8.5”w x 11”h
Color: Color
Bleed: + .125” on all sides

Print-Ready Check List:

- Check Size Dimensions
- File Size: 300 dpi
- Color Format: CMYK
- Color Format: B&W
- File Type: PDF or JPEG

Note: any file not meeting these specifications will be sent back for corrections.

Digital files need to comply with all specifications to be accepted.

Professional design services are available, please inquire with Loretta for more information. Any design services provided would be an additional charge. The cut-off date is **December 1st**.

Advertising placement is at the discretion of The Horse Source.

Email the file to LRyan@horsesource.net