

The 2009 Horse Community Guides

Consumers' Guides to the BC & Alberta Horse Industries

**Advertise Once –
Get TWICE the Coverage!**

Toll Free: 1-800-299-3799

Phone: 250-655-8883 • Fax: 250-655-8913

E-mail: sales@horsejournals.com

Online: www.horsejournals.com/hcg.htm

Mailing Address: 2400 Bevan Avenue, Suite 201, Sidney, BC V8L 1W1

Rates include advertising in both Guides:

- **BC's Horse Community Guide**
The Consumer's Guide to BC's Horse Community
- **Alberta's Horse Community Guide**
The Consumer's Guide to Alberta's Horse Community

Advertising Deadlines:

- **20% Off Early Bird Deadline:**
September 30, 2008
- **Ad Bookings Close:**
January 31, 2009

DISPLAY ADS:

- **30 days on approved credit**
- **New accounts must prepay**

TEXT LISTINGS:

- **All text listings must prepay**

Rates Include Ad Design and Proofing
Inserts: Please ask for quotation

All Rates Are Subject To GST



**Digital File Specifications
and Ad Dimensions:**

Please see "Ad Sizes and Specs" sheet

**The 2009 Horse
Community Guides**

**Published Annually –
Used Daily!**

Display Advertising Rates – Book for 2009 at these 2008 Rates

Rates Subject to Change

| | B/W | Add 15% Spot Colour | Add 20% Process Colour |
|--|---------|------------------------|---------------------------|
| Full Page | \$ 1750 | \$ 2013 | \$ 2100 |
| 2/3 Page | \$ 1450 | \$ 1668 | \$ 1740 |
| 1/2 Page | \$ 1125 | \$ 1294 | \$ 1350 |
| * Standard Text Listing FREE with above display ads (\$89 value) | | | |
| 1/3 Page | \$ 750 | \$ 863 | \$ 900 |
| 1/4 Page | \$ 615 | \$ 707 | \$ 738 |
| 1/6 Page | \$ 410 | \$ 472 | \$ 492 |
| 1/9 Page | \$ 275 | \$ 316 | \$ 330 |
| 1/12 Page | \$ 210 | \$ 242 | \$ 252 |
| Directory Card | \$ 150 | \$ 173 | \$ 180 |
| Double Page Spread | \$ 2975 | \$ 3420 | \$ 3570 |

* Basic Text Listing FREE with display ads up to 1/3 Page in size (\$49 value)

Glossy Cover Wrap & Special Positions

Rates include 4 colour process & colour separations

| | | | |
|-----------|---------|--------------------|---------|
| Full Page | \$ 2200 | Back Cover | \$ 2550 |
| 1/2 Page | \$ 1485 | Inside Front Cover | \$ 2310 |
| 1/3 Page | \$ 990 | Inside Back Cover | \$ 2310 |
| 1/4 Page | \$ 810 | Double Page Spread | \$ 3570 |

**Expanded Text Listing FREE
with Display Ad on
Glossy Cover Wrap or
Special Positions (Value \$125)**

Text Listings by Category – For Businesses and Stallions

Basic Listing – FREE with Display Ad in same category, up to 1/3 page

15 words / \$49 • Bold Entire Listing – add \$15
Business Name, Town/City, Province, Contact Number

Standard Listing – FREE with Display Ad in same category, 1/2 to full page ads

30 words / \$89 • Bold Entire Listing – add \$15
Business Name, Mailing Address and/or Description, Contact Number

Expanded Listing – FREE with Display Ad in Glossy Section

50 words / \$125 • Additional Words – add \$1/word • Bold Entire Listing – add \$15
Business Name, Mailing Address and/or Expanded Description, Contact Number

Miscellaneous

Mechanical Specs: See Display Ad Sizes & Specs sheet