

AD PRICES: AMERICAN SECTION

AD TYPE	DIMENSIONS (WxH)	1X	CONTRACT RATE	REGIONAL RATE*
SINGLE	Vertical: 3.85" x 2.5" Horizontal: 7.9" x 1.25"	\$650	\$550	\$325
AD & A HALF	Vertical: 3.85" x 3.75" Horizontal: 7.9" x 1.87"	\$762.50	\$662.50	\$381.25
QUARTER PAGE	Vertical: 3.85" x 4.75" Horizontal: 7.9" x 2.5"	\$875	\$775	\$437.50
TRIPLE	7.9" x 3.75"	\$1,012.50	\$912.50	\$506.25
HALF PAGE	Vertical: 3.85" x 9.9" Horizontal: 7.9" x 5"	\$1,150	\$1,050	\$575
STANDARD FULL PAGE	8.5" x 11" (US Letter)	\$1,550	\$1,350	\$775
INSIDE FRONT FULL PAGE (includes color copying at sales)	8.5" x 11" (US Letter)	\$1,800	\$1,700	\$900
\$750 FULL PAGE (stallions standing for \$9,999 or less)	8.5" x 11" (US Letter)	\$750	\$750	\$750
INSIDE BACK FULL PAGE (stallions standing for \$5,000 or less)	8.5" x 11" (US Letter)	\$350	\$350	\$350
PAGE 1 MASTHEAD AD	4" x 1"	\$385	\$385	\$385
E-MAIL & INTERSTITIAL ADS	650px x 475px	\$500	\$500	\$500
MINI AD (1/16 page)	3.85" x 1.25"	\$350	\$350	\$350
TODAY IN THE TDN AD (page 2)	5.4" x 1.8"	\$400 (1-9X) • \$300 (10-19X) • \$200 (20+X)		
ALERT ADS	300px x 250px	\$3,000/month	\$28,000/year	
VIDEO FRAME ADS	Top: 700px x 70px Bottom: 700px x 70px	\$500/year per stallion	\$250/year freshman sires	
BULLET ADS (race results only)	3.85" x 0.2"	\$100 per	12 for \$1,000	

* **Regional rate** valid only for Sales consignments (excluding sales in Kentucky and the FT Saratoga Select Sale) and for ads for North American stallions standing outside Kentucky.

Please contact us for additional ad pricing, including Sales Flyers and Web Sponsorships, and for specific ad packages and sponsorships tailored to your needs. Volume discounts for \$75,000+ annual spend—call for details.

AD PRICES: EUROPEAN/INTERNATIONAL SECTION

The TDN is geo-located so that our subscribers in Europe, Asia, Australia, Africa & South America are served the International news first, followed by the American section, making it a true International paper for the top farms, owners, agents and buyers worldwide.

AD TYPE	DIMENSIONS (WxH)	RATE \$	RATE £*	RATE €*
PAGE 1 AD & A HALF (annual contract, once a week for 52 weeks)	Vertical: 3.85" x 3.75" Horizontal: 7.9" x 1.87"	\$12,000	£9,643	€11,369
INSIDE FRONT FULL PAGE (includes color copying at sales)	8.5" x 11" (US Letter)	\$900	£723	€853
STANDARD FULL PAGE	8.5" x 11" (US Letter)	\$750	£603	€711
HALF PAGE	Vertical: 3.85" x 9.9" Horizontal: 7.9" x 5"	\$600	£482	€568
QUARTER PAGE	Vertical: 3.85" x 4.75" Horizontal: 7.9" x 2.5"	\$350	£281	€332
AD & A HALF	Vertical: 3.85" x 3.75" Horizontal: 7.9" x 1.87"	\$300	£241	€284
INSIDE BACK FULL PAGE (stallions standing for \$5,000 or less)	8.5" x 11" (US Letter)	\$350	£281	€332

* Sterling and Euro comparisons as of November 23, 2016.

