

AD PRICES: AMERICAN SECTION

AD TYPE	DIMENSIONS (WxH)	GUIDELINES	1X	CONTRACT RATE	REGIONAL RATE*
SINGLE	Vertical: 3.85" x 2.5" Horizontal: 7.9" x 1.25"	JPG, RGB, 300dpi, no bleed	\$650	\$550	\$325
AD & A HALF	Vertical: 3.85" x 3.75" Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$762.50	\$662.50	\$381.25
QUARTER PAGE	Vertical: 3.85" x 4.75" Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	\$875	\$775	\$437.50
TRIPLE	7.9" x 3.75"	JPG, RGB, 300dpi, no bleed	\$1,012.50	\$912.50	\$506.25
HALF PAGE	Vertical: 3.85" x 9.9" Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	\$1,150	\$1,050	\$575
STANDARD FULL PAGE	8.5" x 11" (US Letter)	PDF, RGB, 300dpi, no bleed	\$1,550	\$1,350	\$775
INSIDE FRONT FULL PAGE (includes color copying at sales)	8.5" x 11" (US Letter)	PDF, RGB, 300dpi, no bleed	\$1,800	\$1,700	\$900
\$750 FULL PAGE (stallions standing for \$9,999 or less)	8.5" x 11" (US Letter)	PDF, RGB, 300dpi, no bleed	\$750	\$750	\$750
INSIDE BACK FULL PAGE (stallions standing for \$5,000 or less)	8.5" x 11" (US Letter)	PDF, RGB, 300dpi, no bleed	\$350	\$350	\$350
PAGE 1 MASTHEAD AD	4" x 1"	JPG, RGB, 300dpi, no bleed	\$385	\$385	\$385
E-MAIL & INTERSTITIAL ADS	650px x 475px	JPG or GIF, RGB, 72dpi, no bleed	\$500	\$500	\$500
MINI AD (1/16 page)	3.85" x 1.25"	JPG, RGB, 300dpi, no bleed	\$350	\$350	\$350
TODAY IN THE TDN AD (page 2)	5.4" x 1.8"	JPG, RGB, 300dpi, no bleed	\$400 (1–9X) • \$300 (10–19X) • \$200 (20+X)		
ALERT ADS	300px x 250px	JPG or GIF, RGB, 72dpi, no bleed	\$3,000/month	\$28,000/year	
VIDEO FRAME ADS	Top: 700px x 70px Bottom: 700px x 70px	JPG or GIF, RGB, 72dpi, no bleed	\$500/year per stallion	\$250/year freshman sires	

* **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)	GUIDELINES	RATE \$	RATE £*	RATE €*
PAGE 1 AD & A HALF (annual contract, once a week for 52 weeks)	Vertical: 3.85" wide x 3.75" high (97.79mm x 95.25mm) Horizontal: 7.9" wide x 1.87" high (200.66mm x 31.75mm)	JPG, RGB, 300dpi, no bleed	\$12,000	£8,831	€9,959
INSIDE FRONT FULL PAGE (includes color copying at sales)	8 1/2 " x 11" (US Letter) (2550mm x 3300mm)	PDF, RGB, 300dpi, no bleed	\$900	£662	€747
STANDARD FULL PAGE	8 1/2 " x 11" (US Letter) (2550mm x 3300mm)	PDF, RGB, 300dpi, no bleed	\$750	£552	€622
HALF PAGE	Vertical: 3.85" wide x 9.9" high (97.79mm x 251.46mm) Horizontal: 7.9" wide x 5" high (200.66mm x 127mm)	JPG, RGB, 300dpi, no bleed	\$600	£442	€498
QUARTER PAGE	Vertical: 3.85" wide x 4.75" high (97.79mm x 120.65mm) Horizontal: 7.9" wide x 2.5" high (200.66mm x 63.5mm)	JPG, RGB, 300dpi, no bleed	\$350	£258	€290
AD & A HALF	Vertical: 3.85" wide x 3.75" high (97.79mm x 95.25mm) Horizontal: 7.9" wide x 1.87" high (200.66mm x 31.75mm)	JPG, RGB, 300dpi, no bleed	\$300	£221	€249

* Sterling and Euro comparisons as of 2 January, 2018.



2018 ad pricing

2018 discounted rates are based on 2017 total spend, including ads, progeny PPs, bullet ads and web ads.

	single	ad & 1/2	double/qpv	half-page	full page	inside front*
1x	\$650	\$762	\$875	\$1,150	\$1,550	\$1,800
\$10,000/yr+ spend	\$600	\$712	\$825	\$1,100	\$1,450	\$1,750
Contract rates (\$20,000/yr+ spend)	\$550	\$662	\$775	\$1,050	\$1,350	\$1,700
\$75,000 (5% off contract rates)	\$523	\$630	\$735	\$997	\$1,282	\$1,615
\$150,000 (10% off contract rates)	\$495	\$596	\$697	\$945	\$1,215	\$1,530
\$200,000 (15% off contract rates)	\$468	\$563	\$660	\$892	\$1,147	\$1,445
\$250,000 (20% off contract rates)	\$440	\$530	\$620	\$840	\$1,080	\$1,360
\$300,000 (27.5% off contract rates)	\$399	\$480	\$562	\$761	\$979	\$1,232
\$350,000 (35% off contract rates)	\$357	\$430	\$504	\$682	\$877	\$1,105

Unique spaces not subject to discount:

Front page ad & a half - \$50,000 per year

Leaderboard ad on homepage - 52x on a fixed day (1 per week) - \$25,000 per year

Interstitial/e-mail ads - \$500 per day

Video Frame ads - \$500 per stallion per year (\$250 for freshman sires)

\$750 full pages for sires standing for less than \$10,000

\$350 full pages for sires standing for \$5,000 and under

\$385 masthead ads

Alert ads - \$28,000/year or \$3,000/month

Bullet ads - 12 for \$1,000 or \$100 each

5% discount for cash in advance