

AD PRICES: NORTH AMERICAN SECTION

AD TYPE	DIMENSIONS (WxH)	GUIDELINES	1X	CONTRACT RATE	REGIONAL RATE*
SINGLE	Vertical: 3.85" x 2.5" OR Horizontal: 7.9" x 1.25"	JPG, RGB, 300dpi, no bleed	\$650	\$550	\$325
AD & A HALF	Vertical: 3.85" x 3.75" OR 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" OR 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" OR 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	4" x 1"	JPG, RGB, 300dpi, no bleed	\$385	\$385	\$385
E-MAIL & INTERSTITIAL	650px x 475px	JPG or GIF, RGB, 72dpi, no bleed	\$500	\$500	\$500
LEADERBOARD	Open: 1170px x 350px Closed: 1170px x 65px AND Mobile: 600px x 95px	JPG or GIF, RGB, 72dpi, no bleed	\$480.76	\$25,000/year	
MINI (1/16 page)	3.85" x 1.25"	JPG, RGB, 300dpi, no bleed	\$350	\$350	\$350
TODAY IN THE TDN (page 2)	5.4" x 1.8"	JPG, RGB, 300dpi, no bleed	\$400 (1-9X) • \$300 (10-19X) • \$200 (20+X)		
ALERT	300px x 250px	JPG or GIF, RGB, 72dpi, no bleed	\$3,000/month	\$28,000/year	
VIDEO FRAME	Top: 700px x 70px AND Bottom: 700px x 70px	JPG or GIF, RGB, 72dpi, no bleed	\$500/year per stallion	\$250/year freshman sires	
BULLET (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), training centers, and for ads for North American stallions standing outside Kentucky.

Please contact us for additional ad pricing, 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 North 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	£8,586	€9,806
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	£644	€735
STANDARD FULL PAGE	8 1/2 " x 11" (US Letter) (2550mm x 3300mm)	PDF, RGB, 300dpi, no bleed	\$750	£537	€613
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	£429	€490
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	£250	€286
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	£214	€245

* Sterling and Euro comparisons as of 24 April, 2018.

TDN
EUROPE/INTERNATIONAL
WEDNESDAY, 18 MAY, 2016
CLASSIC STANDARDS

TDN
EUROPE/INTERNATIONAL
THURSDAY, 19 MAY, 2016
NO DERBY FOR SALES-BOUND VIREN'S ARMY

TDN
EUROPE/INTERNATIONAL
THURSDAY, 17 MAY, 2016
ASCOT DOUBTS FOR THE QUARTERBACK

Tattersalls July Sale
Europe's Premier Midsummer Sale
(Horses/Filles in Training, Broodmares etc.)
July 5 - 8
Entries Close: Friday May 20
enter online at www.tattersalls.com

REDOUTE'S REACHES GROUP 1 MILESTONE
By John Berry
The early results of this term's bunch of European first-season sires are providing the usual interest. Several young sires have already made smart starts, while the most celebrated of the freshmen, Frankel (GB) (Galileo (Ire)), currently has statistics of one winner from one runner, courtesy of the victory at Newbury which ensured that Cunico (Ire) has the distinction of being Frankel's first foal, Frankel's first runner and Frankel's first winner. Another extremely distinguished horse among Europe's current freshmen is a stallion who is a proven sire and first-season sire simultaneously: **Redoute's Choice (Aus)** (Danehill) has been champion sire of Australia three times and notched his 30th Group 1 winner on Saturday, but he is a new-comer as far as European breeding is concerned. *Cont. p5*

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