

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, under 750K	\$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, under 750K	\$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, under 750K	\$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, under 750K	\$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. Combined files must be 5MB or less	\$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 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	€9215	€10,478
INSIDE FRONT FULL PAGE (includes color copying at sales)	8 1/2 " x 11" (US Letter) (2550mm x 3300mm)	PDF, RGB, 300dpi, no bleed, under 750K	\$900	€691	€786
STANDARD FULL PAGE	8 1/2 " x 11" (US Letter) (2550mm x 3300mm)	PDF, RGB, 300dpi, no bleed, under 750K	\$750	€576	€655
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	€461	€524
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	€269	€306
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	€230	€262
EURO LEADERBOARD	Open: 1170px x 350px Closed: 1170px x 65px AND Mobile: 600px x 95px	JPG or GIF, RGB, 72dpi, no bleed, under 5MB	\$10,000 per year/ \$200 per day		

* Sterling and Euro comparisons as of 18 October, 2018.



2019 ad pricing

2019 discounted rates are based on 2018 total spend

	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 Headline News mastheads

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

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

5% discount for cash in advance