

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 | Vertical: 3.85" x 7.32" OR Horizontal: 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, file size under 750 kb | \$1,550 | \$1,350 | \$775 |
| INSIDE FRONT FULL PAGE | 8.5" x 11" (US Letter) | PDF, RGB, 300dpi, no bleed, file size under 750 kb | \$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, file size under 750 kb | \$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, file size under 750 kb | \$350 | \$350 | \$350 |
| MINI (1/16 page) | 3.85" x 1.25" | JPG, RGB, 300dpi, no bleed | \$350 | \$350 | \$350 |
| PAGE 1 MASTHEAD | 4" x 1" | JPG, RGB, 300dpi, no bleed | \$385 | \$385 | \$385 |
| 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) | | |
| HELP WANTED ADS | Any size up to 7.5" x 6.25" | JPG, RGB, 300dpi, no bleed | \$350 (1X); \$300 (2X or more) Includes 30-day listing on the TDN Website | | |
| E-MAIL & INTERSTITIAL | 650px x 475px | JPG or GIF, 72dpi, no bleed | \$250 | \$250 | \$250 |
| LEADERBOARD | Open: 1170px x 350px Closed: 1170px x 65px AND Mobile: 600px x 95px | JPG or GIF, 72dpi, no bleed; the sum of all three graphics' file sizes should be less than 5 MB | \$480 | \$25,000/year | |
| NEWS & FEATURES (ALERT ADS) | 300px x 250px AND 728px x 150px | JPG or GIF, 72dpi, no bleed | \$25,000/ year | | |
| VIDEO FRAME | Top: 700px x 70px AND Bottom: 700px x 70px | JPG or GIF, 72dpi, no bleed | \$500/year per stallion | \$250/year freshman sires | |
| BULLET (race results only) | 3.85" x 0.2" | JPG, RGB, 300 dpi, no bleed | \$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 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" W x 3.75" H (9.53cm x 9.78cm) (97.79mm x 95.25mm) Horizontal: 7.9" W x 1.87" H (20.07cm x 4.75cm) (200.66mm x 31.75mm) | JPG, RGB, 300dpi, no bleed | \$12,000 | £9,565 | €10,719 |
| INSIDE FRONT FULL PAGE | 8.5" W x 11" H (US Letter) (21.59cm x 27.94cm) (2550mm x 3300mm) | PDF, RGB, 300dpi, no bleed, file size under 750 kb | \$900 | £717 | €804 |
| STANDARD FULL PAGE | 8.5" W x 11" H (US Letter) (21.59cm x 27.94cm) (2550mm x 3300mm) | PDF, RGB, 300dpi, no bleed, file size under 750 kb | \$750 | £598 | €670 |
| HALF PAGE | Vertical: 3.85" W x 9.9" H (9.78cm x 25.15cm) (97.79mm x 251.46mm) Horizontal: 7.9" x 5" (20.07cm x 12.7cm) (200.66mm x 127mm) | JPG, RGB, 300dpi, no bleed | \$600 | £478 | €536 |
| QUARTER PAGE | Vertical: 3.85" W x 4.75" H (9.78cm x 12.07cm) (97.79mm x 120.65mm) Horizontal: 7.9" W x 2.5" H (20.07cm x 6.35cm) (200.66mm x 63.5mm) | JPG, RGB, 300dpi, no bleed | \$350 | £279 | €313 |
| AD & A HALF | Vertical: 3.85" W x 3.75" H (9.53cm x 9.78cm) (97.79mm x 95.25mm) Horizontal: 7.9" W x 1.87" H (20.07cm x 4.75cm) (200.66mm x 31.75mm) | JPG, RGB, 300dpi, no bleed | \$300 | £239 | €268 |
| EURO LEADERBOARD | Open: 1170px x 350px Closed: 1170px x 65px AND Mobile: 600px x 95px | JPG or GIF, 72dpi, no bleed; the sum of all three graphics' file sizes should be less than 5 MB | \$10,000 per year/ \$200 per day | | |
| HELP WANTED ADS | Any size up to 7.5" x 6.25" | JPG, RGB, 300dpi, no bleed | \$350 (1X); \$300 (2X or more) Includes 30-day listing on the TDN Website | | |

* Sterling and Euro comparisons as of 18 June, 2019.



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 |
| 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 - \$48,000 per year

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

Interstitial/e-mail ads - \$250 per day

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

\$750 full pages for sires standing for \$9,999 and under

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

\$385 Headline News mastheads

Alert ads - \$25,000/year

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