

# AD PRICES: NORTH AMERICAN SECTION

AD TYPE	DIMENSIONS (WxH)	GUIDELINES	1X	CONTRACT RATE	REGIONAL RATE*
<b>SINGLE</b>	Vertical: 3.85" x 2.5" OR Horizontal: 7.9" x 1.25"	JPG, RGB, 300dpi, no bleed	\$650	\$550	\$325
<b>AD &amp; A HALF</b>	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$762.50	\$662.50	\$381.25
<b>QUARTER PAGE</b>	Vertical: 3.85" x 4.75" OR Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	\$875	\$775	\$437.50
<b>TRIPLE</b>	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
<b>HALF PAGE</b>	Vertical: 3.85" x 9.9" OR Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	\$1,150	\$1,050	\$575
<b>STANDARD FULL PAGE</b>	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$1,550	\$1,350	\$775
<b>INSIDE FRONT FULL PAGE</b>	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$1,800	\$1,700	\$900
<b>\$750 FULL PAGE</b> <i>(stallions standing for \$9,999 or less)</i>	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$750	\$750	\$750
<b>INSIDE BACK FULL PAGE</b> <i>(stallions standing for \$5,000 or less)</i>	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$350	\$350	\$350
<b>MINI (1/16 page)</b>	3.85" x 1.25"	JPG, RGB, 300dpi, no bleed	\$350	\$350	\$350
<b>PAGE 1 MASTHEAD AD</b>	4" x 1"	JPG, RGB, 300dpi, no bleed	\$385	\$385	\$385
<b>TODAY IN THE TDN (page 2)</b>	5.4" x 1.8"	JPG, RGB, 300dpi, no bleed	\$400 (1–9X); \$300 (10–19X); \$200 (20+X)		
<b>HELP WANTED ADS</b>	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		
<b>E-MAIL &amp; INTERSTITIAL</b>	650px x 475px	JPG or GIF, 72dpi, no bleed	\$250	\$250	\$250
<b>LEADERBOARD</b>	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	
<b>DIGITAL/ALERT ADS</b>	300px x 600px AND 728px x 150px	JPG or GIF, 72dpi, no bleed	\$25,000/year or \$2,083.33/month		
<b>VIDEO FRAME ADS</b>	Top: 700px x 70px AND Bottom: 700px x 70px	JPG or GIF, 72dpi, no bleed	\$500/year per	\$250/year	freshman sires
<b>BULLET (race results only)</b>	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, the FT Saratoga Select Sale & FT Gulfstream Sale), training centers, and 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 €*
<b>PAGE 1 AD &amp; A HALF</b> <i>(annual contract, once a week for 52 weeks)</i>	<b>Vertical: 3.85" W x 3.75" H</b> (9.53cm x 9.78cm) (97.79mm x 95.25mm) <b>Horizontal: 7.9" W x 1.87" H</b> (20.07cm x 4.75cm) (200.66mm x 31.75mm)	JPG, RGB, 300dpi, no bleed	\$12,000	£9,800	€10,928
<b>INSIDE FRONT FULL PAGE</b>	<b>8.5" W x 11" H (US Letter)</b> (21.59cm x 27.94cm) (2550mm x 3300mm)	PDF, RGB, 300dpi, no bleed, file size under 750 kb	\$900	£735	€820
<b>STANDARD FULL PAGE</b>	<b>8.5" W x 11" H (US Letter)</b> (21.59cm x 27.94cm) (2550mm x 3300mm)	PDF, RGB, 300dpi, no bleed, file size under 750 kb	\$750	£612.50	€683
<b>HALF PAGE</b>	<b>Vertical: 3.85" W x 9.9" H</b> (9.78cm x 25.15cm) (97.79mm x 251.46mm) <b>Horizontal: 7.9" x 5"</b> (20.07cm x 12.7cm) (200.66mm x 127mm)	JPG, RGB, 300dpi, no bleed	\$600	£490	€546
<b>QUARTER PAGE</b>	<b>Vertical: 3.85" W x 4.75" H</b> (9.78cm x 12.07cm) (97.79mm x 120.65mm) <b>Horizontal: 7.9" W x 2.5" H</b> (20.07cm x 6.35cm) (200.66mm x 63.5mm)	JPG, RGB, 300dpi, no bleed	\$350	£286	€319
<b>AD &amp; A HALF</b>	<b>Vertical: 3.85" W x 3.75" H</b> (9.53cm x 9.78cm) (97.79mm x 95.25mm) <b>Horizontal: 7.9" W x 1.87" H</b> (20.07cm x 4.75cm) (200.66mm x 31.75mm)	JPG, RGB, 300dpi, no bleed	\$300	£229	€269
<b>EURO LEADERBOARD</b>	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		
<b>EURO DIGITAL ADS</b>	300px x 600px AND 728px x 150px	JPG or GIF, 72dpi, no bleed	\$12,000/year or \$1,000/month		
<b>HELP WANTED ADS</b>	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 20 May, 2020

## 2020 AD PRICING – VOLUME DISCOUNTS

2020 discounted rates are based on 2019 total spend

	SINGLE	AD & A HALF	DOUBLE/QPV	HALF PAGE	FULL PAGE	INSIDE FRONT
<b>1x</b>	\$650	\$762	\$875	\$1,150	\$1,550	\$1,800
<b>Contract rates</b> ( <i>\$20,000/yr+ spend</i> )	\$550	\$662	\$775	\$1,050	\$1,350	\$1,700
<b>\$75,000/year spend</b> ( <i>5% off contract rates</i> )	\$523	\$630	\$735	\$997	\$1,282	\$1,615
<b>\$150,000/year spend</b> ( <i>10% off contract rates</i> )	\$495	\$596	\$697	\$945	\$1,215	\$1,530
<b>\$200,000/year spend</b> ( <i>15% off contract rates</i> )	\$468	\$563	\$660	\$892	\$1,147	\$1,445
<b>\$250,000/year spend</b> ( <i>20% off contract rates</i> )	\$440	\$530	\$620	\$840	\$1,080	\$1,360
<b>\$300,000/year spend</b> ( <i>27.5% off contract rates</i> )	\$399	\$480	\$562	\$761	\$979	\$1,232
<b>\$350,000/year spend</b> ( <i>35% off contract rates</i> )	\$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 / \$480 per day

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 masthead ads

Digital/Alert ads - \$25,000/year

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