

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, 300dpi, no bleed, file size under 750 kb	\$1,550	\$1,350	\$775
INSIDE FRONT FULL PAGE	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$1,800	\$1,700	\$900
\$750 FULL PAGE <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
INSIDE BACK FULL PAGE <i>(stallions standing for \$5,000 or less; Real Estate ads; products & services)</i>	8.5" x 11" (US Letter)	PDF, 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 AD	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	
DIGITAL/ALERT ADS	300px x 600px AND 728px x 150px	JPG or GIF, 72dpi, no bleed	\$25,000/year or \$2,083.33/month		
VIDEO FRAME ADS	Top: 700px x 70px AND Bottom: 700px x 70px	JPG or GIF, 72dpi, no bleed	\$500/year per	\$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, 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 in INCHES (WxH)	GUIDELINES	RATE \$	RATE £*	RATE €*
PAGE 1 AD & A HALF <i>(annual contract, once a week for 52 weeks)</i>	Vertical: 3.85" W x 3.75" H OR Horizontal: 7.9" W x 1.87" H	JPG, RGB, 300dpi, no bleed	\$12,000	£8,747	€9,887
INSIDE FRONT FULL PAGE	8.5" W x 11" H (US Letter)	PDF, RGB, 300dpi, no bleed, file size under 750 kb	\$900	£656	€742
STANDARD FULL PAGE	8.5" W x 11"H (US Letter)	PDF, RGB, 300dpi, no bleed, file size under 750 kb	\$750	£547	€618
HALF PAGE	Vertical: 3.85" W x 9.9" H OR Horizontal: 7.9" W x 5" H	JPG, RGB, 300dpi, no bleed	\$600	£437	€494
QUARTER PAGE	Vertical: 3.85" W x 4.75" H OR Horizontal: 7.9"W x 2.5" H	JPG, RGB, 300dpi, no bleed	\$350	£255	€288
AD & A HALF	Vertical: 3.85" W x 3.75" H OR Horizontal: 7.9" W x 1.87" H	JPG, RGB, 300dpi, no bleed	\$300	£218	€247
EURO LEADERBOARD	3 Graphics Needed: 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		
EURO DIGITAL ADS	300px x 600px AND 728px x 150px	JPG or GIF, 72dpi, no bleed	\$12,000/year or \$1,000/month		
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 29 January, 2021

2021 AD PRICING – VOLUME DISCOUNTS

2021 discounted rates are based on 2020 total spend

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