

PUBLICATION (PRINT)	DIMENSIONS (WxH)	GUIDELINES	DAILY RATE		CONTRACT	REGIONAL*
FULL PAGE	8.5" x 11" (US Letter)	PDF file, no bleed, file size under 750 kb	Inside Front Cover (IFC)	\$1,800	\$1,700	\$900
			Standard Full Page	\$1,550	\$1,350	\$775
			Stallion stud fees \$9,999 and less	\$750	---	---
			Stallion stud fees \$5,000 and less, Real Estate; Products/services	\$350	---	---
PAGE 1 – 1/6 PAGE <i>Limited availability</i>	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$925		\$48,000/year (52x)	---
1/2 PAGE	Vertical: 3.85" x 9.9" OR Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	\$1,150		\$1,050	\$575
1/3 PAGE	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
1/4 PAGE	Vertical: 3.85" x 4.75" OR Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	\$875		\$775	\$437.50
1/6 PAGE	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$762.50		\$662.50	\$381.25
1/8 PAGE	Vertical: 3.85" x 2.5" OR Horizontal: 7.9" x 1.25"	JPG, RGB, 300dpi, no bleed	\$650		\$550	\$325
1/16 PAGE	3.85" x 1.25"	JPG, RGB, 300dpi, no bleed	\$350		\$350	\$350
MASTHEAD AD (top of page 1 next to the TDN Logo)	4" x 1"	JPG, RGB, 300dpi, no bleed	\$385		\$385	\$385
TODAY IN THE TDN AD (page 2)	5.4" x 1.8"	JPG, RGB, 300dpi, no bleed	\$400 (1-9X); \$300 (10-19X); \$200 (20+X)		---	---
HELP WANTED ADS <i>Incl. 30-day listing on the <a href="#">TDN Careers Page</a></i>	Any size up to 7.5" x 6.25" – Displayed within our full page TDN Careers page template	JPG, RGB, 300dpi, no bleed	\$350 (1X); \$300 (2X or more)		---	---
BULLET ADS (race results only)	3.85" x 0.2"	JPG, RGB, 300 dpi, no bleed	\$100 per ad		12 for \$1,000	---

# DIGITAL ADVERTISING

DIGITAL/WEBSITE ADVERTISING	DIMENSIONS (WxH)	GUIDELINES	DAILY	CONTRACT	REGIONAL*
<b>E-MAIL &amp; INTERSTITIAL AD</b>	650px x 475px	JPG or GIF, 72dpi, no bleed	\$250 per day *Note: changing to \$300 per day starting 6/1/22	---	---
<b>EXPANDABLE LEADERBOARD AD (Displayed on TDN America homepage)</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	\$2,500/month		
<b>VIDEO FRAME ADS</b>	Top: 700px x 70px AND Bottom: 700px x 70px	JPG or GIF, 72dpi, no bleed	\$500/year per stallion	\$250/year freshman sires	---
<b>STALLION LINKS</b>	---	---	\$500/year per stallion	\$250/year freshman sires	---

\* **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.

# 2022 VOLUME DISCOUNTS

Volume discounts for \$75,000+ annual spend. 2022 discounted rates are based on 2021 total spend.

	1/8 PAGE	1/6 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE (STANDARD)	FULL PAGE (INSIDE FRONT)
<b>Standard rates</b>	\$650	\$762.50	\$875	\$1,150	\$1,550	\$1,800
<b>Contract rates</b> ( <i>\$20,000/yr.+ spend</i> )	\$550	\$662.50	\$775	\$1,050	\$1,350	\$1,700
<b>\$75,000/year spend</b> ( <i>5% off contract</i> )	\$523	\$630	\$735	\$997	\$1,282	\$1,615
<b>\$150,000/year spend</b> ( <i>10% off contract</i> )	\$495	\$596	\$697	\$945	\$1,215	\$1,530
<b>\$200,000/year spend</b> ( <i>15% off contract</i> )	\$468	\$563	\$660	\$892	\$1,147	\$1,445
<b>\$250,000/year spend</b> ( <i>20% off contract</i> )	\$440	\$530	\$620	\$840	\$1,080	\$1,360
<b>\$300,000/year spend</b> ( <i>27.5% off contract</i> )	\$399	\$480	\$562	\$761	\$979	\$1,232
<b>\$350,000/year spend</b> ( <i>35% off contract</i> )	\$357	\$430	\$504	\$682	\$877	\$1,105

**Unique spaces not subject to discount:**

- Page 1 ad (1/6 page) - 52x on a fixed day (1 per week) - \$48,000 per year / \$925 per day
- Leaderboard ad on homepage - 52x on a fixed day (1 per week) - \$25,000 per year / \$480 per day
- E-mail/Interstitial ads - \$250 per day (increases to \$300 June 1, 2022)
- Video Frame ads and Stallion Links - \$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 - \$2,500/month
- Bullet ads - \$100 each or 12 for \$1,000

# 2022 RATE CARD: TDN EUROPE/INTERNATIONAL

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.

PUBLICATION (PRINT)	DIMENSIONS (WxH)	GUIDELINES	RATE \$	RATE £*	RATE €*
<b>PAGE 1 – 1/6 PAGE</b> <i>Annual contract, once a week for 52 weeks</i>	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$12,000	£9,076*	€10,661*
<b>FULL PAGE (Inside Front Cover)</b>	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$900	£680.50*	€799*
<b>FULL PAGE (Standard)</b>	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$750	£567*	€666*
<b>1/2 PAGE</b>	Vertical: 3.85" x 9.9" OR Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	\$600	£454*	€533*
<b>1/4 PAGE</b>	Vertical: 3.85" x 4.75" OR Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	\$350	£265*	€311*
<b>1/6 PAGE</b>	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$300	£227*	€266.50*
<b>HELP WANTED ADS</b> <i>Includes 30-day listing on the TDN Careers Page</i>	Any size up to 7.5" x 6.25" – Displayed within our full page TDN Careers page template	JPG, RGB, 300dpi, no bleed	\$350	£265*	€311*

DIGITAL /WEBSITE ADVERTISING	DIMENSIONS (WxH)	GUIDELINES	RATES
<b>EURO EXPANDABLE LEADERBOARD AD</b> (Displayed on TDN Euro homepage)	<b>3 graphics needed:</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/year or \$200/day
<b>EURO DIGITAL/ALERT ADS</b>	300px x 600px AND 728px x 150px	JPG or GIF, 72dpi, no bleed	\$12,000/year or \$1,000/month

\*Sterling and Euro comparisons as of 14 December, 2021. To check current exchange, go to <https://www.xe.com/>