

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 (\$400 starting 9/1/22)	---	---
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 TDN Careers Page</i>	Any size up to 7.5" x 6.25" – Displayed within our full page	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	\$110 per ad		12 For \$1,100	---

* Regional rate valid only for Sales consignments (excluding sales in Kentucky, the FT Saratoga Select Sale & FT Gulfstream Sale), training centers, products & services and ads for North American stallions standing outside Kentucky.

** Balances paid by Credit Card that are over 89 days past due will incur a 3.75% Credit Card Processing Fee. All others Credit Card charges are subject to 1.625% fee. Please Note - When paying by Credit Card oldest Invoices must be settled first.

*** A \$250 design fee will be charged for any ads or graphics produced by TDN designers, but not published in the TDN.

DIGITAL ADVERTISING

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

Curlin's Honor Sires First Foal

Tuesday, January 4, 2022 at 1:10 pm | Back to Top News

[Previous Story](#)


Curlin's Honor (Curlin-Franscat, by Stormin' Fever), a seven-figure 2-year-old auction purchase who went on to become a dual stakes winner and six times graded stakes placed, has sired his first foal, a chestnut filly out of Be All You Can Be (War Front), Pleasant Acres Stallions announced Tuesday.

"We're delighted to greet the first foal by Curlin's Honor, and this is an especially interesting one, as it's the first foal of a War Front mare closely related to Lines of Battle, War Flag and Civil Union," said Pedigree Consultants' Alan Porter.

"Curlin's Honor had a great reception in his first year at Pleasant Acres Stallions. Given his background—he's the fastest son of Curlin, with five clockings of 1:08 and change for six furlongs, and from the fabulous Tartan Farm family of Fappiano, Quiet American and nine other graded sires—we think he has a great shot of making it as a stallion. In fact, we are actively acquiring more mares to breed to him in 2022."

Selling for \$1.5 million at Fasig-Tipton Midlantic in 2017, Curlin's Honor banked \$356,545 in his 17-race career and defeated Grade I winner Yoodoo's Song (English Channel) in winning the Artie Schiller S. at Aqueduct in 2019. He entered stud at Pleasant Acres in 2021 and stands for \$2,500.

» READ TODAY'S PAPER «


 **Fasig-Tipton** fasigtipton.com

The Fasig-Tipton
GULFSTREAM Sale
SELECTED TWO-YEAR-OLDS IN TRAINING

WEDNESDAY,
MARCH 30, 2022

SELECTED SALES...
SUPERIOR RESULTS!

NOMINATE NOW!



RELATED NEWS

It's a World of Mischief
Veteran Jockey Robby Albarado to Retire
Value Sires, Part II: First Peaks in '22
Curlin's Most Complete Double for His Connections in Demolition
Nov. 21 Insights

DON'T MISS
ANOTHER

[TDN] Arrogate Sires First Stakes Winner at Gulfstream 🔍 📄


TDN via auth.ccsend.com to me Sat, Jan 1, 3:30 PM (3 days ago) ☆ ↶ ⋮

[Arrogate Sires First Stakes Winner at Gulfstream](#)

The late Arrogate (Unbridled's Song)'s freshman season finished strong with a pair of good-looking winners on Friday, and on Saturday he was represented by his first black-type winner at the same venue at which he... [To read this entire TDN News Story, [click here.](#)]

To read all of Today's News, [click here.](#)

To manage your alerts, contact customerservice@thoroughbreddailynews.com.


Fasig-Tipton
fasigtipton.com

TDN VIDEO OPPORTUNITIES

The TDN offers three distinct opportunities for advertisers to play commercials in our content.

VIDEO PREROLLS ON MAIN VIDEO PLAYER

Our featured video plays prominently on our homepage, and we show approximately 300,000 videos per month. Each video is preceded in a rotation by one of four advertisers' commercials. The spots are 30 seconds, but the user is given a skip option after 12 seconds, giving each advertiser approximately 75,000 views per month, of at least 12 seconds.

Cost: \$2,500 per month (currently sold out)

FULL COMMERCIAL + BANTER IN TDN WRITERS' ROOM

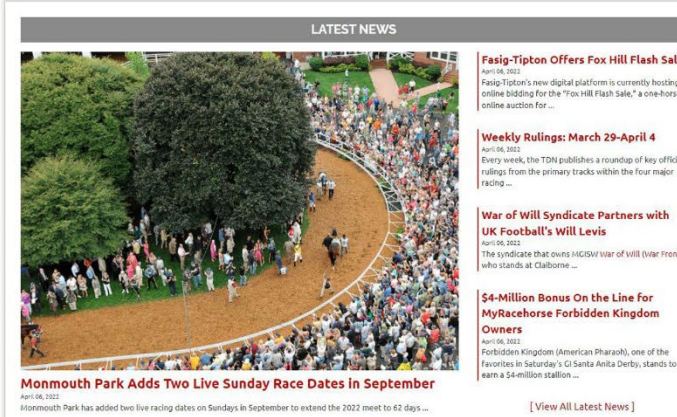
The most popular videos we do are the TDN Writers' Room, a weekly roundtable show where our writers discuss the week's events, and feature a guest. The show is 60-90 minutes long each week, and offers commercial breaks where we roll your full 30-second commercial, and the hosts banter about your product based on notes that you provide. Each week's show gets between 20,000 to 50,000 views, and is also added to our YouTube page, where it gets additional exposure.

Cost: \$300 per week

FULL COMMERCIAL + BANTER IN LET'S TALK

Let's Talk is a new monthly podcast with Gabby Gaudet and Christina Bossinakis, where they talk about difficult subjects with their guests. The initial shows have gotten over 20,000 views each, and additional play on YouTube.

Cost: \$300 per episode



LATEST NEWS

Monmouth Park Adds Two Live Sunday Race Dates in September
April 06, 2022
Monmouth Park has added two live racing dates on Sundays in September to extend the 2022 meet to 62 days ...

Fasig-Tipton Offers Fox Hill Flash Sale
April 06, 2022
Fasig-Tipton's new digital platform is currently hosting online bidding for the "Fox Hill Flash Sale," a one-horse online auction for ...

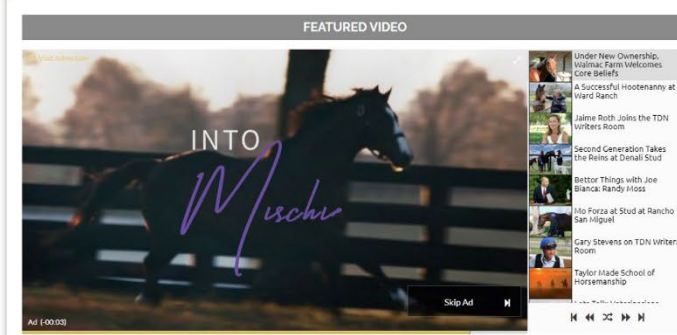
Weekly Rulings: March 29-April 4
April 06, 2022
Every week, the TDN publishes a roundup of key official rulings from the primary tracks within the four major racing ...

War of Will Syndicate Partners with UK Football's Will Levis
April 06, 2022
The syndicate that owns HIGGS' War of Will (War Front), who stands at Claiborne ...

\$4-Million Bonus On the Line For MyRacehorse Forbidden Kingdom Owners
April 06, 2022
Forbidden Kingdom (American Pharoah), one of the favorites in Saturday's GI Santa Anita Derby, stands to earn a \$4-million stallion ...

[View All Latest News]

» READ TODAY'S TDN «



FEATURED VIDEO

INTO Mischief

Skip Ad

Under New Ownership, Vainac Farm Welcomes Core Beliefs
A Successful Hootenanny at Ward Ranch
Jaimie Roth Joins the TDN Writers Room
Second Generation Takes the Reins at Denali Stud
Better Things with Joe Bianca: Randy Hoss
Mo Forza at Stud at Rancho San Miguel
Cary Stevens on TDN Writers Room
Taylor Made School of Horsemanship

SOCIAL MEDIA

All of our video advertisers have their commercials played twice a week on our Twitter platform, as well as on Instagram and Facebook.

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)
Standard rates	\$650	\$762.50	\$875	\$1,150	\$1,550	\$1,800
Contract rates (\$20,000/yr.+ spend)	\$550	\$662.50	\$775	\$1,050	\$1,350	\$1,700
\$75,000/year spend <i>(5% off contract)</i>	\$523	\$630	\$735	\$997	\$1,282	\$1,615
\$150,000/year spend <i>(10% off contract)</i>	\$495	\$596	\$697	\$945	\$1,215	\$1,530
\$200,000/year spend <i>(15% off contract)</i>	\$468	\$563	\$660	\$892	\$1,147	\$1,445
\$250,000/year spend <i>(20% off contract)</i>	\$440	\$530	\$620	\$840	\$1,080	\$1,360
\$300,000/year spend <i>(27.5% off contract)</i>	\$399	\$480	\$562	\$761	\$979	\$1,232
\$350,000/year spend <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 €*
PAGE 1 – 1/6 PAGE <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	£9,167*	€10,823*
FULL PAGE (Inside Front Cover)	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$900	£688*	€813*
FULL PAGE (Standard)	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$750	£573*	€677*
1/2 PAGE	Vertical: 3.85" x 9.9" OR Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	\$600	£459*	€542*
1/4 PAGE	Vertical: 3.85" x 4.75" OR Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	\$350	£268*	€316*
1/6 PAGE	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$300	£230*	€271*
HELP WANTED ADS <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	£268*	€316*

DIGITAL /WEBSITE ADVERTISING	DIMENSIONS (WxH)	GUIDELINES	RATES
EURO EXPANDABLE LEADERBOARD AD (Displayed on TDN Euro homepage)	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/year or \$200/day
EURO DIGITAL/ALERT ADS	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 29 March, 2021. To check current exchange, go to <https://www.xe.com/>