

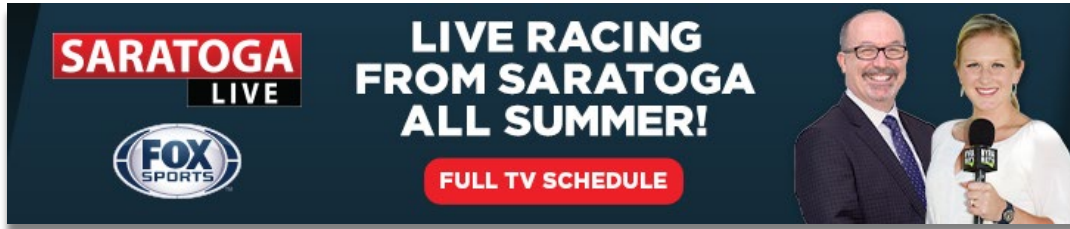
PUBLICATION (PRINT)	DIMENSIONS (WxH)	GUIDELINES	DAILY RATE		CONTRACT	REGIONAL*
FULL PAGE	8.5" x 11" (US Letter)	PDF file, no bleed, file size under 750 kb	Inside Front Cover (IFC)	\$1,800	\$1,700	\$900
			Standard Full Page	\$1,550	\$1,350	\$775
			Stallion stud fees \$9,999 and less	\$750	---	---
			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.

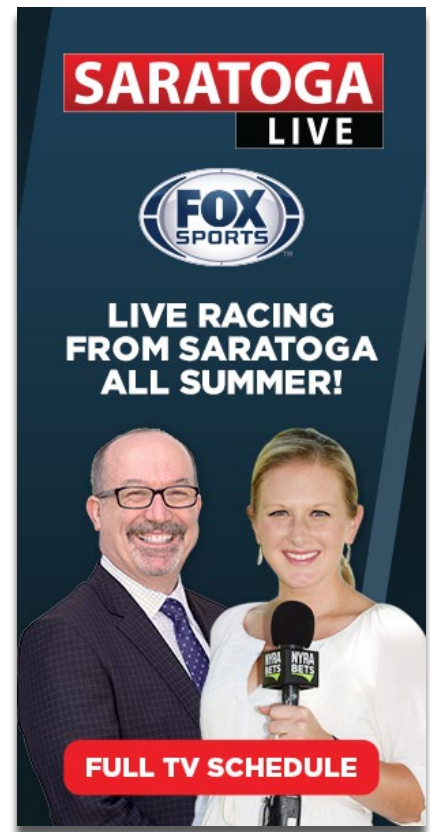
** Balances paid by Credit Card that are over 89 days past due will incur a 3.75% Credit Card Processing Fee. All others Credit Card charges are subject to 2.25% fee. Please Note - When paying by Credit Card oldest Invoices must be settled first.

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

The digital ads in each story function in tandem, with one vertical ad displayed on the right side of the story, **as seen to the right**, and one horizontal ad displayed three paragraphs into the story, **as seen below**.



- They may be sent as static ads, or animated gifs.
- They are served on a rotation, with each advertiser displayed in the next view in the queue.
- The 728x150 ads are also included in our email blasts of breaking news, **as seen to the right**. We average three e-blasts per day to targeted segments or our overall audience, for an additional 5,000 views per day, or 1.825 million views per year.



For more information on display ads, email suefinley@thetdn.com, or contact the advertising staff at advertising@thetdn.com

Thoroughbred Daily News, 60 Broad St., Red Bank, NJ 07701

[SafeUnsubscribe™ tdnadstaff@gmail.com](mailto:SafeUnsubscribe@tdnadstaff@gmail.com)

[Update Profile](#) | [Customer Contact Data Notice](#)

Sent by tdn@thoroughbreddailynews.com powered by

EMAIL & 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	---

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

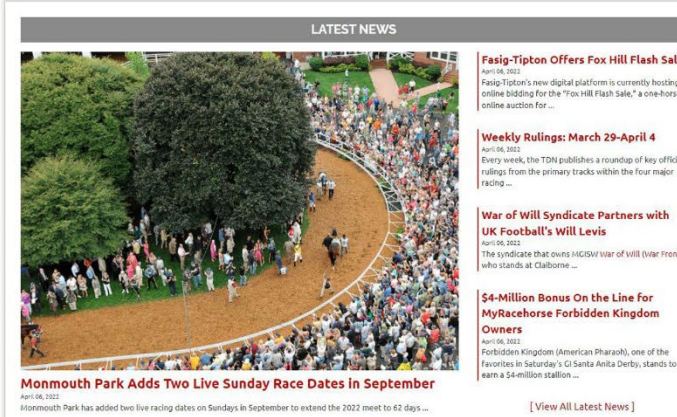
The most popular videos we do are the TDN Writers' Room, a weekly roundtable show where our writers discuss the week's events, and feature a guest. The show is 60-90 minutes long each week, and offers commercial breaks where we roll your full 30-second commercial, and the hosts banter about your product 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

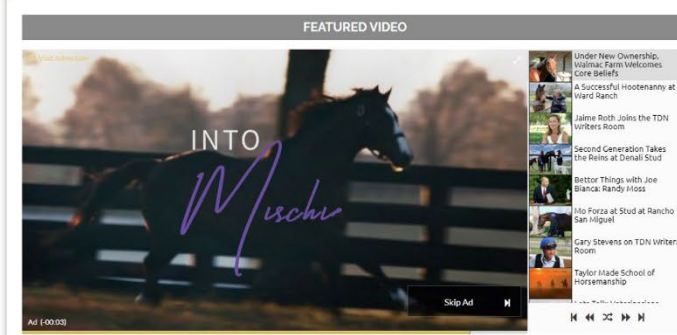
FULL COMMERCIAL + BANTER IN LET'S TALK

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



» READ TODAY'S TDN «



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/>