21,900+ Subscribers and counting...

9.6 MILLION Page Views

LEADING Thoroughbred Industry Publication for Racehorse Investors
WHAT IS THE THOROUGHBRED DAILY NEWS (TDN)?

The TDN is the world’s most-read and respected publication covering the Thoroughbred industry. The core product, a downloadable daily newspaper, is published 363 days per year, and provides the daily information Thoroughbred racehorse investors need to make smart business decisions about their holdings.

Indiana's Springcliff Farm Destroyed by Fire
January 26, 2022
Springcliff Farm, a leading facility in Indiana specializing in foaling and boarding of mares, was reportedly destroyed by a fire...

Steve Castagnola Rejoins Taylor Made
January 26, 2022
Steve Castagnola, who was a Taylor Made team member between 1997-2009, has rejoined Taylor Made as Sales Recruiter. Castagnola’s main...

Laurel Cancels Live Racing Thursday
January 26, 2022
Laurel Park, the Maryland track with a new dirt surface that was hit by winter weather this week, cancelled the...

Prominent NY Horsewoman O’Cain Passes Away
January 25, 2022
Sue O’Cain, one of the most well-known and unique personalities in the Thoroughbred industry in New York and who managed...

[ View All Latest News ]
The TDN also features an active news site, a podcast channel which includes the industry’s most popular podcast (The TDN Writers’ Room), push alerts, a video channel, proprietary iOS and Android apps, and research tools. The content is geo-targeted, with users logging on from Europe fed Euro-first content, and Americans receiving American content first. All users have access to all content.
OUR REACH

Read in 180 countries around the world, the TDN reaches 3.5 million unique users per year, and an inside circle of 22,000 super-users in the Thoroughbred industry who have signed up for a daily email informing them when each night’s paper has been posted.

December 8, 2021

Click here to download today's edition at thetdn.com

IN TODAY’S TDN

In TDN America:
Bill Finley takes the temperature of the general public and mainstream media as people react to Medina Spirit (Protonico)’s demise, Seth Fishman allegedly continues to sell PEDs even while awaiting trial and Dan Ross reports from the University of Arizona’s annual Global Symposium on Racing.

In TDN Europe:
French police raided the stables of trainers Frederic, Cedric and Charley Rossi on Tuesday. Group 1 winner, and influential sire Choisir (Aus) (Danahil Dancer [Ire]) has died at the age of 22 at Coolmore Australia.
OUR READERS AND OUR ADVERTISERS

Those super-users include billionaires from all over the world: heads of state, owners of Fortune 500 companies, America’s largest landowner, multimillionaires, and the UHNW individuals in America, and those investing in America.

And they’re not just our readers. They’re our advertisers, giving them a connection to the product that is unparalleled at all but a select few publications in the world.

TESTIMONIALS

“I read the TDN first thing every morning. I get everything I need to know from all over the world.”
Aidan O’Brien

“The TDN is the go-to source of racing and sales information for our core customers.”
Boyd Browning, President & Chief Executive Officer, Fasig-Tipton

“When you want to know anything about thoroughbred racing in the USA or around the globe you simply need to turn to the Thoroughbred Daily News. For a service provider like International Racehorse Transport, it is a wonderful medium for reaching our worldwide client base.”
Quentin Wallace, International Racehorse Transport

“Ding! Every night – the sound of my favorite email from TDN – letting me know what’s going on in the world of Thoroughbred racing.”
Bo Derek, Actress

“TDN is the undisputed leader of daily bloodstock publications which makes it a can’t miss when you wish to reach a wide, yet qualified target. The team is also great to deal with: they have an excellent understanding of our needs, regularly come up with innovative offers and are always very responsive to our requests.”
Olivier Delloye, President, France-Galop

“Every night I look forward to reading ‘tomorrow’s’ TDN. It guarantees that I’m ahead of the rest of the world for all my Thoroughbred news…”
Bobby Flay, Celebrity Chef
WHO ARE THEY?

Michael Dubb, New York State’s largest residential developer, reads the TDN daily, and also uses it to sell multi-million dollar homes near racetracks.

THE OWNERS OF CHANEL RACE IN AMERICA AND FRANCE

Gerald and Alain Wertheimer, the French billionaire owners of Chanel, open the TDN an average of seven times per day, and open virtually every push alert they receive from us.

IRELAND’S WEALTHIEST

John Magnier, the Irish billionaire with real estate holdings around the world, prints out the TDN every day, scribbles notes in the margins, and sends them to his associates. He owns Thoroughbred farms on three continents, is our biggest single advertiser. His son, M.V., who will take over the empire, never misses the Writers’ Room podcast, and has just become a sponsor. They have a robust American business, standing two Triple Crown winners at their Ashford Stud in Kentucky.
Standard Oil’s Farish Family, which hosts the Queen of England on her American visits, is our second-largest advertiser, and communicates with us daily. The Queen advertises her stallion, Recorder, in the TDN.

Sheikh Mohammed, The Ruler of Dubai, also owns Thoroughbred farms on three continents, including North America, and is our third-largest advertiser. His U.S.-based Thoroughbred auction company, Fasig-Tipton, is our fourth-largest advertiser, making his total spend with us annually around three-quarters of a million dollars.
The rest of the top 10 includes billionaires in communications (Excel’s Kenny Troutt), the family that owned the Pittsburgh Pirates (the Galbreaths), George Soros’s equine operation (SF Bloodstock), and the farm owned by the billionaire founder of Public Storage, the late B. Wayne Hughes, whose family now takes over the operation.
A younger, robust group of American and international investors interacts daily with the TDN and enjoys being featured in our pages.

For people who don't own a sports team, a racing stable is the next best thing.

People like:

- Jim Bakke, the CEO and owner of Sub-Zero/Wolf.
- Energy titan Paul Farr, who is developing a $130 million complex, Titletown, outside of Lambeau Field. Being featured in the TDN, he said, “made his decade.”
- Bobby Flay, the restaurateur and celebrity chef.

The American industrialist Peter Brant; fashion titan Andrew Rosen; the founder of Blue Buffalo dog food, who sold the company to General Mills for $800 million... and thousands like them read and interact with us daily.
RACING IS THEIR PASSION

These people have two things in common: Racing is their passion, and the TDN helps them to enjoy it—and profit from it. They are entrepreneurs and businesspeople, constantly investing in new projects, actively engaged in the business of amassing wealth, and requiring financing.

UHNWIs

The TDN’s core audience is made up of ultra-high-net worth individuals, like Leucadia Asset Management’s Sol Kumin (right), who primarily invests in successful horses already racing, purchasing pieces of them to enjoy in partnership groups made up of his friends. Florida Panthers’ owner Vinnie Viola and BodyArmor’s Mike Repole spent $16 million on young Thoroughbreds this year alone.
ANNUAL METRICS

AUDIENCE WEB METRICS:
Annual unique users: 3.5 million
Daily e-mail subscribers: >22,400
Daily Average Downloads: >7,250
Daily Average video streams: >11,230

HOW READERS ACCESS THE TDN:
Desktop: 22.4%
Mobile: 73.1%
Tablet: 4.5%

SOCIAL MEDIA METRICS:
Twitter: >36.1k followers
Facebook: >66,500k followers; 56,300+ likes
Instagram: >53.6k followers
YouTube: >9.12k subscribers

DEMOGRAPHICS

54% MALE \ 46% FEMALE

<table>
<thead>
<tr>
<th>AGE</th>
<th>18 - 24</th>
<th>25 - 34</th>
<th>35 - 44</th>
<th>45 - 54</th>
<th>55 - 64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>27.5%</td>
<td>33.5%</td>
<td>15.5%</td>
<td>12.5%</td>
<td>5.5%</td>
<td>5.5%</td>
<td></td>
</tr>
</tbody>
</table>

100% of total sessions
IN TDN EUROPE TODAY

A GOLDEN OPPORTUNITY AT SUMBE
Commonwealth Cup winner Golden Horde is preparing to stand his second season in France at Sambre. Click or tap here to go straight to TDN Europe.

VALUE SIRES, PART V:
FIRST SOPHOMORES IN ’22
by Chris McGrath

So, finally, we come to a group of stallions that has at least offered some initial indication of their competence actually to produce a runner. Not that the market tends to enjoy this process! Its nervousness about sires at this stage of their career makes it easy to see why so much investment is instead concentrated in that period of grace when they haven’t yet been exposed in such heartless fashion.

Yes, the one or two that are prompt to seize their chance are instantly on their way: their second crop soars at the sales, their fees are hiked, and their next books are oversubscribed. Those that miss out on early headlines, in contrast, find themselves in danger of being discarded almost as hastily. Never mind that some of them could never have been sensibly expected to come up with precious stock and never mind that a game-changing difference can be made by a single high achiever, wildly distorting an essential parity in underlying ratios. (As such, moreover, it can come down to sheer luck whether or not a particular sire’s best prospect happens to get across that highwire of health and soundness). In fairness, there’s a corollary to the complaint that the monster books headed by so many rookie sires are excessive. Because so long as that remains the case, then actually it’s pretty reasonable to reach a few conclusions according to the fortunes of their debut crops. Cont. p3

The 1/6 front page (bottom right) is currently available on Tuesdays.
EMAIL & WEBSITE ADVERTISING

EMAIL & INTERSTITIAL ADS
The email/interstitial ad (below) is contained in each of the 21,000 emails we send out each day, and also displays onscreen while readers wait for their papers to download.

LEADERBOARD ADS
As the most prominent ad on the TDN homepage, the expandable leaderboard (below) is the first thing people see when they come to the site, offering a large version on first view, and a closed version on subsequent views, as well as a mobile version.

DIGITAL ADS
• Every story in the PDF edition of the TDN is also posted on our website.
• These digital stories make up 80% of our overall traffic.
• This year, we will serve 12 million digital story pages.
• Each story features two advertisements from the advertiser.
• That’s 24 million digital advertisements.
• A one-fourth share gives you 3 million pageviews or 6 million ad views.

Most of our entry-level users are drawn in to the TDN through our digital stories. They go on to sign up for the PDF at a rate of six new subscribers per day. Once subscribed, they receive regular emails and push notifications on our app.

Continue to the following page for more examples and digital advertising rates.
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

<table>
<thead>
<tr>
<th>EMAIL &amp; WEBSITE ADVERTISING*</th>
<th>DIMENSIONS (WxH)</th>
<th>GUIDELINES</th>
<th>DAILY</th>
<th>CONTRACT</th>
<th>REGIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-MAIL &amp; INTERSTITIAL AD</td>
<td>650px x 475px</td>
<td>JPG or GIF, 72dpi, no bleed</td>
<td>$300 per day</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>EXPANDABLE LEADERBOARD AD (Displayed on TDN America homepage)</td>
<td>Open: 1170px x 350px Closed: 1170px x 65px AND Mobile: 600px x 95px</td>
<td>JPG or GIF, 72dpi, no bleed; the sum of all three graphics’ file sizes should be less than 5 MB</td>
<td>$480</td>
<td>$25,000/year</td>
<td>---</td>
</tr>
<tr>
<td>DIGITAL/ALERT ADS</td>
<td>300px x 600px AND 728px x 150px</td>
<td>JPG or GIF, 72dpi, no bleed</td>
<td>$2,500/month</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>VIDEO FRAME ADS</td>
<td>Top: 700px x 70px AND Bottom: 700px x 70px</td>
<td>JPG or GIF, 72dpi, no bleed</td>
<td>$500/year per stallion</td>
<td>$250/year freshman sires</td>
<td>---</td>
</tr>
<tr>
<td>STALLION LINKS</td>
<td>---</td>
<td>---</td>
<td>$500/year per stallion</td>
<td>$250/year freshman sires</td>
<td>---</td>
</tr>
</tbody>
</table>
All of our newsletter ads from full page to 1/16 page are available on an unlimited basis within our daily PDF in an optional horizontal or vertical layout. Each ad always runs on a page of its own (with some exception to sponsorship boxes/ads). Most run on a first-come-first-serve basis (first 3-5 pages are often on annual contract) and can be booked as late as the day before the ad is scheduled to run.

See rate card for complete size options, specific dimensions and pricing.
<table>
<thead>
<tr>
<th>PUBLICATION (PRINT)</th>
<th>DIMENSIONS (WxH)</th>
<th>GUIDELINES</th>
<th>DAILY RATE</th>
<th>CONTRACT</th>
<th>REGIONAL*</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>8.5” x 11” (US Letter)</td>
<td>PDF file, no bleed, file size under 750 kb</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover (IFC)</td>
<td>$1,800</td>
<td>$1,710</td>
<td>$900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Standard Full Page</td>
<td>$1,550</td>
<td>$1,350</td>
<td>$775</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stallion stud fees $9,999 and less</td>
<td>$750</td>
<td>---</td>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stallion stud fees $5,000 and less, Real Estate; Products/services</td>
<td>$400</td>
<td>---</td>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PAGE 1 – 1/6 PAGE</td>
<td>Vertical: 3.85” x 3.75” OR Horizontal: 7.9” x 1.87”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$925</td>
<td>$48,000/year (52x)</td>
<td>---</td>
</tr>
<tr>
<td></td>
<td>Horizontal: 7.9” x 5”</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>Vertical: 3.85” x 9.9” OR Horizontal: 7.9” x 5”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$1,150</td>
<td>$1050</td>
<td>$575</td>
</tr>
<tr>
<td>1/3 PAGE</td>
<td>Vertical: 3.85” x 7.32” OR Horizontal: 7.9” x 3.75”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$1,012.5</td>
<td>$912.50</td>
<td>$506.25</td>
</tr>
<tr>
<td></td>
<td>2023: $1,015</td>
<td>2023: $915</td>
<td>2023: $510</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>Vertical: 3.85” x 4.75” OR Horizontal: 7.9” x 2.5”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$875</td>
<td>$775</td>
<td>$437.50</td>
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<tr>
<td></td>
<td>2023: $830</td>
<td>2023: $475</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1/6 PAGE</td>
<td>Vertical: 3.85” x 3.75” OR Horizontal: 7.9” x 1.87”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$762.50</td>
<td>$725</td>
<td>$385</td>
</tr>
<tr>
<td></td>
<td>2023: $765</td>
<td>2023: $385</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8 PAGE</td>
<td>Vertical: 3.85” x 2.5” OR Horizontal: 7.9” x 1.25”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$650</td>
<td>$550</td>
<td>$325</td>
</tr>
<tr>
<td></td>
<td>2023: $620</td>
<td>2023: $310</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/16 PAGE</td>
<td>3.85” x 1.25”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$350</td>
<td>$350</td>
<td>$350</td>
</tr>
<tr>
<td>MASTHEAD AD (top of page 1 next to the TDN Logo)</td>
<td>4” x 1”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$385</td>
<td>$385</td>
<td>$385</td>
</tr>
<tr>
<td>TODAY IN THE TDN AD (page 2)</td>
<td>5.4” x 1.8”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$400 (1–9X); $300 (10–19X); $200 (20+X)</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>HELP WANTED ADS</td>
<td>Any size up to 7.5” x 6.25” – Displayed within our full page</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$350 (1X); $300 (2X or more)</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>BULLET ADS (race results only)</td>
<td>3.85” x 0.2”</td>
<td>JPG, RGB, 300 dpi, no bleed</td>
<td>$110 per ad</td>
<td>12 for $1,100</td>
<td>---</td>
</tr>
</tbody>
</table>

*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.
PRINT ADVERTISING SIZES

FULL PAGE
8.5” x 11” (US Letter)
PDF file, no bleed, file size under 750 kb

1/2 PAGE
Vertical: 3.85” x 9.9”
Horizontal: 7.9” x 5”
JPG, RGB, 300dpi, no bleed

1/3 PAGE
Vertical: 3.85” x 7.32”
Horizontal: 7.9” x 3.75”
JPG, RGB, 300dpi, no bleed

1/4 PAGE
Vertical: 3.85” x 4.75”
Horizontal: 7.9” x 2.5”
JPG, RGB, 300dpi, no bleed

1/6 PAGE
Vertical: 3.85” x 3.75”
Horizontal: 7.9” x 1.87”
JPG, RGB, 300dpi, no bleed

1/8 PAGE
Vertical: 3.85” x 2.5”
Horizontal: 7.9” x 1.25”
JPG, RGB, 300dpi, no bleed
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<tr>
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<td>650px x 475px</td>
<td>JPG or GIF, 72dpi, no bleed</td>
<td>$300 per day</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>EXPANDABLE LEADERBOARD AD (Displayed on TDN America homepage)</td>
<td>Open: 1170px x 350px</td>
<td>JPG or GIF, 72dpi, no bleed; the sum of all three graphics' file sizes should be less than 5 MB</td>
<td>$480</td>
<td>$25,000/year</td>
<td>---</td>
</tr>
<tr>
<td>Closed: 1170px x 65px AND Mobile: 600px x 95px</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DIGITAL/ALERT ADS</td>
<td>300px x 600px AND 728px x 150px</td>
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<td>$2,500/month</td>
<td></td>
<td></td>
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<tr>
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<td>Top: 700px x 70px AND Bottom: 700px x 70px</td>
<td>JPG or GIF, 72dpi, no bleed</td>
<td>$500/year per stallion, $250/year freshman sires</td>
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<tr>
<td>STALLION LINKS</td>
<td>---</td>
<td>---</td>
<td>$500/year per stallion, $250/year freshman sires</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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:** $400 per week

**SPONSORED VIDEO**

Show your promotional video on the TDN homepage, where it will receive tens of thousands of views in our sponsored video box.

**Cost:** $1,000 per week or $2,500 per month

**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.

<table>
<thead>
<tr>
<th>1/8 PAGE</th>
<th>1/6 PAGE</th>
<th>1/4 PAGE</th>
<th>1/2 PAGE</th>
<th>Full Page (Standard)</th>
<th>Full Page (Inside Front)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard rates</td>
<td>$650</td>
<td>$762.50</td>
<td>$875</td>
<td>$1,150</td>
<td>$1,550</td>
</tr>
<tr>
<td>Contract rates ($20,000/yr.+ spend)</td>
<td>$550</td>
<td>$662.50</td>
<td>$775</td>
<td>$1,050</td>
<td>$1,350</td>
</tr>
<tr>
<td>$75,000/year spend (5% off contract)</td>
<td>$523</td>
<td>$630</td>
<td>$735</td>
<td>$997</td>
<td>$1,282</td>
</tr>
<tr>
<td>$150,000/year spend (10% off contract)</td>
<td>$495</td>
<td>$596</td>
<td>$697</td>
<td>$945</td>
<td>$1,215</td>
</tr>
<tr>
<td>$200,000/year spend (15% off contract)</td>
<td>$468</td>
<td>$563</td>
<td>$660</td>
<td>$892</td>
<td>$1,147</td>
</tr>
<tr>
<td>$250,000/year spend (20% off contract)</td>
<td>$440</td>
<td>$530</td>
<td>$620</td>
<td>$840</td>
<td>$1,080</td>
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<tr>
<td>$300,000/year spend (27.5% off contract)</td>
<td>$399</td>
<td>$480</td>
<td>$562</td>
<td>$761</td>
<td>$979</td>
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<tr>
<td>$350,000/year spend (35% off contract)</td>
<td>$357</td>
<td>$430</td>
<td>$504</td>
<td>$682</td>
<td>$877</td>
</tr>
</tbody>
</table>

**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

*see 2023 volume discount rates on following page*
2023 VOLUME DISCOUNTS

Volume discounts for $25,000+ annual spend. 2023 discounted rates are based on 2022 total spend.

<table>
<thead>
<tr>
<th>1/8 PAGE</th>
<th>1/6 PAGE</th>
<th>1/4 PAGE</th>
<th>1/2 PAGE</th>
<th>FULL PAGE (STANDARD)</th>
<th>FULL PAGE (INSIDE FRONT)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard rates</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$650</td>
<td>$765</td>
<td>$875</td>
<td>$1,150</td>
<td>$1,450</td>
<td>$1,800</td>
</tr>
<tr>
<td><strong>Contract rates</strong>&lt;br&gt;$25,000/year spend&lt;br&gt;(5% off base rate)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$620</td>
<td>$725</td>
<td>$830</td>
<td>$1,090</td>
<td>$1,375</td>
<td>$1,710</td>
</tr>
<tr>
<td><strong>$75,000+/year spend</strong>&lt;br&gt;(10% off base rate)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$585</td>
<td>$690</td>
<td>$790</td>
<td>$1,035</td>
<td>$1,305</td>
<td>$1,620</td>
</tr>
<tr>
<td><strong>$150,000+/year spend</strong>&lt;br&gt;(15% off base rate)</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>$555</td>
<td>$650</td>
<td>$745</td>
<td>$980</td>
<td>$1,230</td>
<td>$1,530</td>
</tr>
<tr>
<td><strong>$225,000+/year spend</strong>&lt;br&gt;(20% off base rate)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$520</td>
<td>$610</td>
<td>$700</td>
<td>$920</td>
<td>$1,160</td>
<td>$1,440</td>
</tr>
<tr>
<td><strong>$300,000+/year spend</strong>&lt;br&gt;(27.5% off base rate)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$470</td>
<td>$555</td>
<td>$635</td>
<td>$835</td>
<td>$1,050</td>
<td>$1,305</td>
</tr>
<tr>
<td><strong>$350,000+/year spend</strong>&lt;br&gt;(35% off base rate)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$425</td>
<td>$495</td>
<td>$570</td>
<td>$750</td>
<td>$940</td>
<td>$1,170</td>
</tr>
</tbody>
</table>

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 - $480 per day
- E-mail/Interstitial ads - $300 per day
- 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
- $400 full pages for sires standing for $5,000 and under
- $385 Headline News masthead ads
- Digital/Alert ads - $2,500/month
- Bullet ads - $110 each or 12 for $1,100
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.

<table>
<thead>
<tr>
<th>PUBLICATION (PRINT)</th>
<th>DIMENSIONS (WxH)</th>
<th>GUIDELINES</th>
<th>RATE $</th>
<th>RATE £*</th>
<th>RATE €*</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAGE 1 – 1/6 PAGE</td>
<td>Vertical: 3.85” x 3.75” OR Horizontal: 7.9” x 1.87”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$12,000</td>
<td>£10,092*</td>
<td>€11,557*</td>
</tr>
<tr>
<td></td>
<td>Annual contract, once a week for 52 weeks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FULL PAGE (Inside Front Cover)</td>
<td>8.5” x 11” (US Letter)</td>
<td>PDF, 300dpi, no bleed, file size under 750 kb</td>
<td>$900</td>
<td>£757*</td>
<td>€867*</td>
</tr>
<tr>
<td>FULL PAGE (Standard)</td>
<td>8.5” x 11” (US Letter)</td>
<td>PDF, 300dpi, no bleed, file size under 750 kb</td>
<td>$750</td>
<td>£631*</td>
<td>€723*</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>Vertical: 3.85” x 9.9” OR Horizontal: 7.9” x 5”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$600</td>
<td>£505*</td>
<td>€578*</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>Vertical: 3.85” x 4.75” OR Horizontal: 7.9” x 2.5”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$350</td>
<td>£295*</td>
<td>€337*</td>
</tr>
<tr>
<td>1/6 PAGE</td>
<td>Vertical: 3.85” x 3.75” OR Horizontal: 7.9” x 1.87”</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$300</td>
<td>£253*</td>
<td>€289*</td>
</tr>
<tr>
<td>HELP WANTED ADS</td>
<td>Any size up to 7.5” x 6.25” – Displayed within our full page TDN Careers page template</td>
<td>JPG, RGB, 300dpi, no bleed</td>
<td>$350</td>
<td>£295*</td>
<td>€337*</td>
</tr>
</tbody>
</table>

HELP WANTED ADS
Includes 30-day listing on the TDN Careers Page

**DIGITAL /WEBSITE ADVERTISING**

<table>
<thead>
<tr>
<th>DIMENSIONS (WxH)</th>
<th>GUIDELINES</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>EURO EXPANDABLE LEADERBOARD AD (Displayed on TDN Euro homepage)</td>
<td>3 graphics needed: Open: 1170px x 350px Closed: 1170px x 65px AND Mobile: 600px x 95px</td>
<td>$10,000/year or $200/day</td>
</tr>
<tr>
<td>EURO DIGITAL/ALERT ADS</td>
<td>300px x 600px AND 728px x 150px</td>
<td>JPG or GIF, 72dpi, no bleed; the sum of all three graphics’ file sizes should be less than 5 MB</td>
</tr>
</tbody>
</table>

*Sterling and Euro comparisons as of 15 November, 2022. To check current exchange, go to [https://www.xe.com/](https://www.xe.com/)*
GET IN TOUCH

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Gary Barber, former Chairman and CEO, MGM with Tyler Gaffalione
photo: Horsephotos

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