

# 2024 RATE CARD: TDN NORTH AMERICA

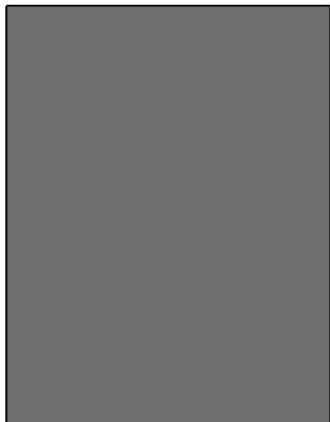
PUBLICATION (PRINT)	DIMENSIONS (WxH)	GUIDELINES	DAILY RATE		CONTRACT	REGIONAL*
<b>FULL PAGE</b>	8.5" x 11" (US Letter)	PDF file, no bleed, file size under 750 kb	<b>Inside Front Cover (IFC)</b>	\$1,800	\$1,710	\$900
			<b>Standard Full Page</b>	\$1,450	\$1,375	\$775
			<b>Stallion stud fees \$9,999 and less</b>	\$750	---	---
			<b>Stallion stud fees \$5,000 and less, Real Estate; Products/services</b>	\$400	---	---
<b>PAGE 1 – 1/6 PAGE</b> <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)	---
<b>1/2 PAGE</b>	Vertical: 3.85" x 9.9" OR Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	\$1,150		\$1,090	\$575
<b>1/3 PAGE</b>	Vertical: 3.85" x 7.32" OR Horizontal: 7.9" x 3.75"	JPG, RGB, 300dpi, no bleed	\$1,015		\$915	\$510
<b>1/4 PAGE</b>	Vertical: 3.85" x 4.75" OR Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	\$875		\$830	\$437.50
<b>1/6 PAGE</b>	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$765		\$725	\$385
<b>1/8 PAGE</b>	Vertical: 3.85" x 2.5" OR Horizontal: 7.9" x 1.25"	JPG, RGB, 300dpi, no bleed	\$650		\$620	\$325
<b>1/16 PAGE</b>	3.85" x 1.25"	JPG, RGB, 300dpi, no bleed	\$350		\$350	\$350
<b>MASTHEAD AD (top of page 1 next to the TDN Logo)</b>	4" x 1"	JPG, RGB, 300dpi, no bleed	\$400		\$400	\$400
<b>TODAY IN THE TDN AD (page 2)</b>	5.4" x 1.8"	JPG, RGB, 300dpi, no bleed	\$400 (1–9X); \$300 (10–19X); \$200 (20+X)		---	---
<b>HELP WANTED ADS</b> <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	JPG, RGB, 300dpi, no bleed	\$400 (1X); \$350 (2X or more)		---	---
<b>BULLET ADS (race results only)</b>	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 and the FT Saratoga Select), training centers, products & services and ads for North American stallions standing outside Kentucky.

\*\* Credit Card payments are subject to a 3.00% processing fee. Balances paid by Credit Card that are over 89 days past due will incur a 3.25% processing fee. Please note, when paying by Credit Card, oldest invoices must be settled first.

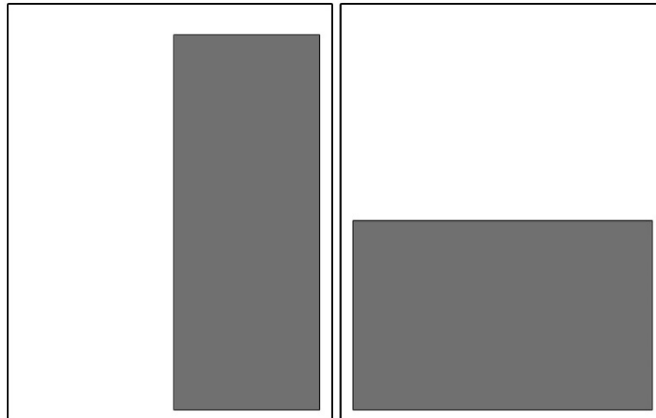
\*\*\* A \$250 design fee will be charged for any ads or graphics produced by TDN designers, but not published in the TDN.

## FULL PAGE



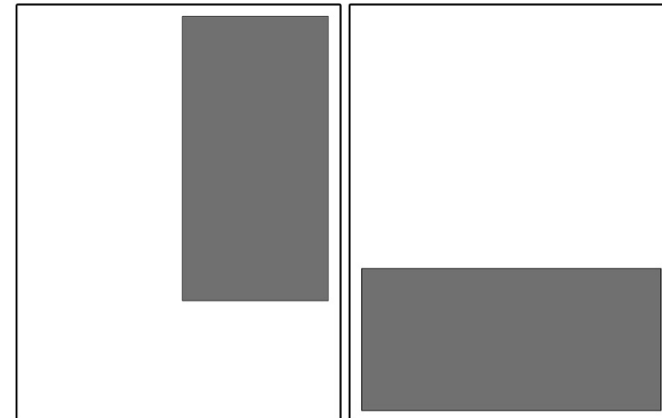
8.5" x 11" (US Letter)  
**PDF** file, no bleed,  
file size **under 750 kb**

## 1/2 PAGE



**Vertical:** 3.85" x 9.9"      **Horizontal:** 7.9" x 5"  
**JPG**, RGB, 300dpi, no bleed

## 1/3 PAGE



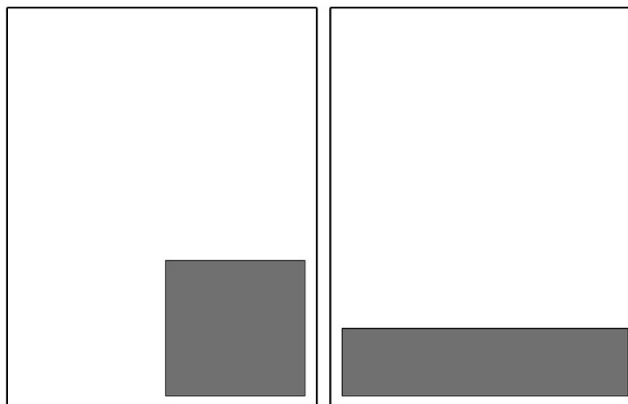
**Vertical:** 3.85" x 7.32"      **Horizontal:** 7.9" x 3.75"  
**JPG**, RGB, 300dpi, no bleed

## 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

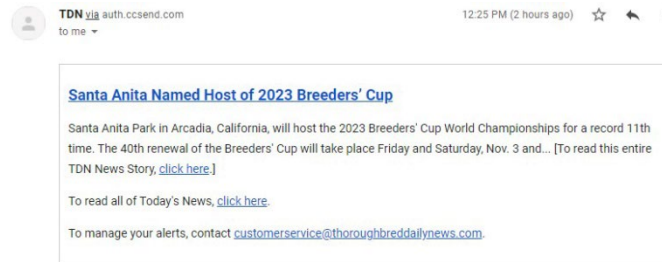


**Vertical:** 3.85" x 2.5"      **Horizontal:** 7.9" x 1.25"  
**JPG**, RGB, 300dpi, no bleed

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](mailto:suefinley@thetdn.com), or contact the advertising staff at [advertising@thetdn.com](mailto: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](mailto: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	\$400	---	---
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	\$500	\$25,000/year	---
DIGITAL/ALERT ADS	300px x 600px AND 728px x 150px	JPG or GIF, 72dpi, no bleed	\$2,750		
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 over 2 million 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: \$2,750 per month (sold out in 2023)**

## FULL COMMERCIAL + BANTER IN TDN WRITERS' ROOM

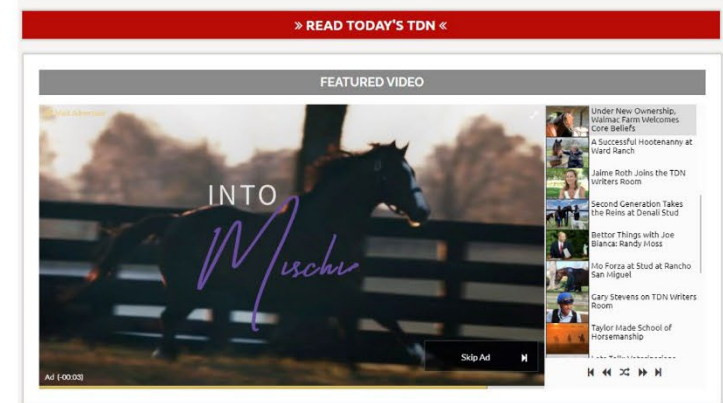
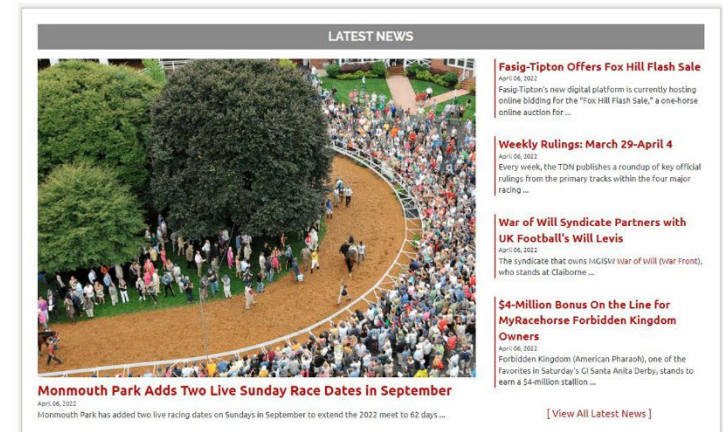
The most popular videos we do are the TDN Writers' Room, a weekly roundtable show where our writers discuss the week's events, and feature a guest. The show is 60-90 minutes long each week, and offers commercial breaks where we roll your full 30-second commercial, and the hosts banter about your product 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: \$500 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.

# 2024 VOLUME DISCOUNTS

Volume discounts for \$25,000+ annual spend. 2023 discounted rates are based on 2022 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	\$765	\$875	\$1,150	\$1,450	\$1,800
<b>Contract rates</b> <b>\$25,000/year spend</b> <i>(5% off base rate)</i>	\$620	\$725	\$830	\$1,090	\$1,375	\$1,710
<b>\$75,000+/year spend</b> <i>(10% off base rate)</i>	\$585	\$690	\$790	\$1035	\$1,305	\$1,620
<b>\$150,000+/year spend</b> <i>(15% off base rate)</i>	\$555	\$650	\$745	\$980	\$1,230	\$1,530
<b>\$225,000+/year spend</b> <i>(20% off base rate)</i>	\$520	\$610	\$700	\$920	\$1,160	\$1,440
<b>\$300,000+/year spend</b> <i>(27.5% off base rate)</i>	\$470	\$555	\$635	\$835	\$1,050	\$1,305
<b>\$350,000+/year spend</b> <i>(35% off base rate)</i>	\$425	\$495	\$570	\$750	\$940	\$1,170
<b>\$450,000+/year spend</b> <i>(40% off base rate)</i>	\$390	\$460	\$525	\$690	\$870	\$1,080

## 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



# 2024 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	£9,480*	€10,935*
<b>FULL PAGE (Inside Front Cover)</b>	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$900	£711*	€820*
<b>FULL PAGE (Standard)</b>	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	\$750	£593*	€684*
<b>1/2 PAGE</b>	Vertical: 3.85" x 9.9" OR Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	\$600	£475*	€547*
<b>1/4 PAGE</b>	Vertical: 3.85" x 4.75" OR Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	\$350	£277*	€319*
<b>1/6 PAGE</b>	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	\$300	£238*	€274*
<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	\$400 (1X); \$350 (2X or more)	£316*	€365*
<b>BULLET ADS (race results only)</b>	3.85" x 0.2"	JPG, RGB, 300 dpi, no bleed	\$110 per ad, or 12 for \$1,100		

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 28 November, 2023. To check current exchange, go to <https://www.xe.com/>