2026 RATE CARD: TDN NORTH AMERICA

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	$1,710	$900
			Standard Full Page	$1,450	$1,375	$775
			Stallion stud fees $9,999 and less	$750	---	---
			Stallion stud fees $5,000 and less, Real Estate; Products/services	$400	---	---
PAGE 1 – 1/6 PAGE *Limited availability*	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	$925		$48,100/year (52x)	---
1/2 PAGE	Vertical: 3.85" x 9.9" OR Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	$1,150		$1,090	$575
1/3 PAGE	Vertical: 3.85" x 7.32" OR Horizontal: 7.9" x 3.75"	JPG, RGB, 300dpi, no bleed	$1,015		$915	$510
1/4 PAGE	Vertical: 3.85" x 4.75" OR Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	$875		$830	$437.50
1/6 PAGE	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	$765		$725	$385
1/8 PAGE	Vertical: 3.85" x 2.5" OR Horizontal: 7.9" x 1.25"	JPG, RGB, 300dpi, no bleed	$650		$620	$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	$400		$400	$400
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 *Incl. 30-day listing on the TDN Careers Page*	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)		---	---
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 and the FT Saratoga Select), training centers, products & services and ads for North American stallions standing outside Kentucky.

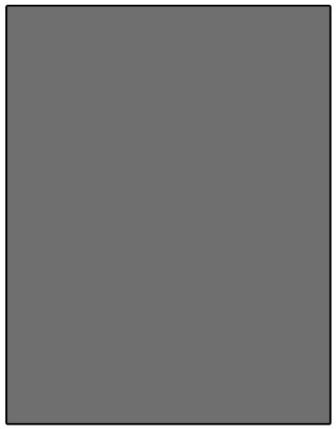
** Credit Card payments are subject to a 3.00% processing fee. Balances paid by Credit Card that are over 89 days past due will incur a 3.25% processing fee. Please note, when paying by Credit Card, oldest invoices must be settled first.

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

TDN PRINT ADVERTISING SIZES

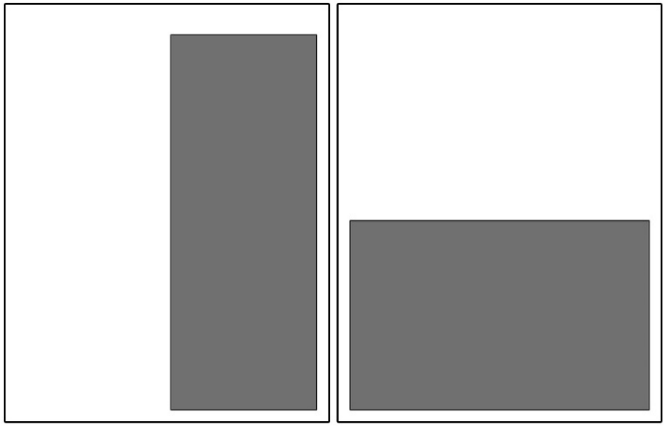
THOROUGHBRED DAILY NEWS

FULL PAGE



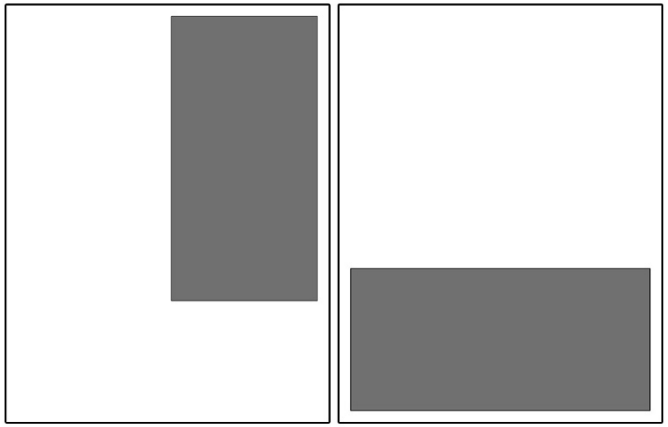
8.5" x 11" (US Letter)
PDF file, no bleed,
file size **under 750 kb**

1/2 PAGE



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

1/3 PAGE



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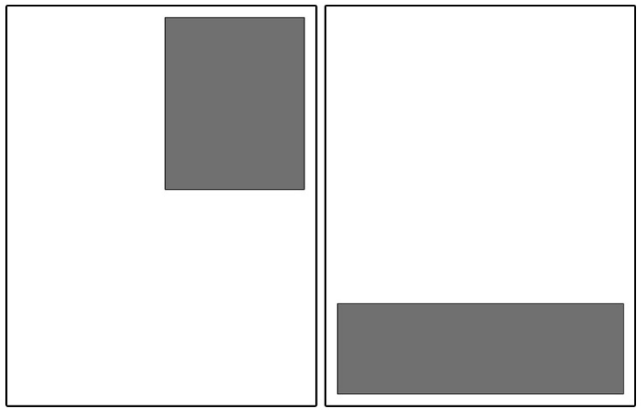
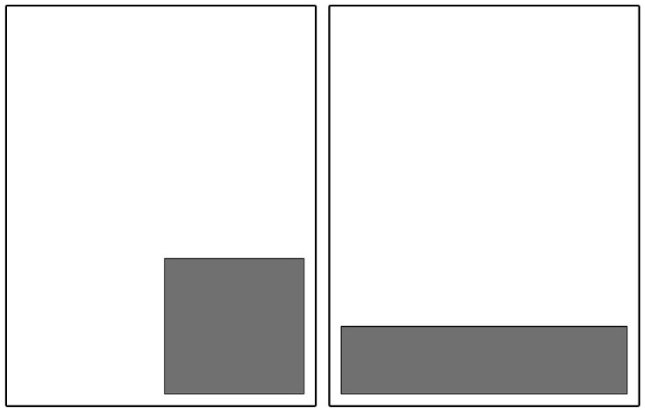
JPG, RGB, 300dpi, no bleed

1/4 PAGE



Vertical: 3.85" x 4.75" **Horizontal**: 7.9" x 2.5"
JPG, RGB, 300dpi, no bleed

1/6 PAGE



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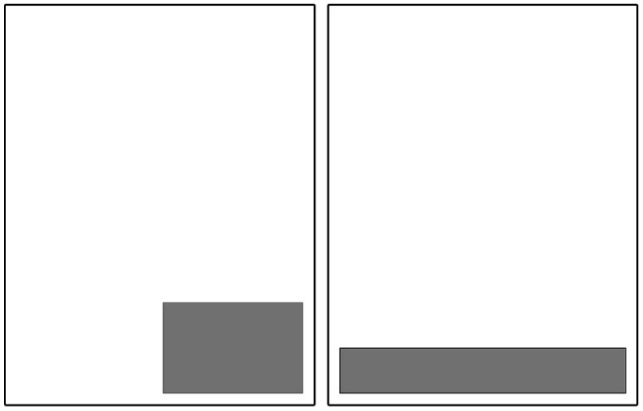
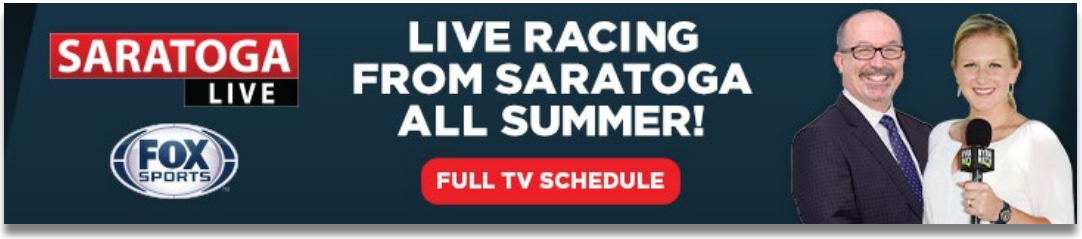
1/8 PAGE

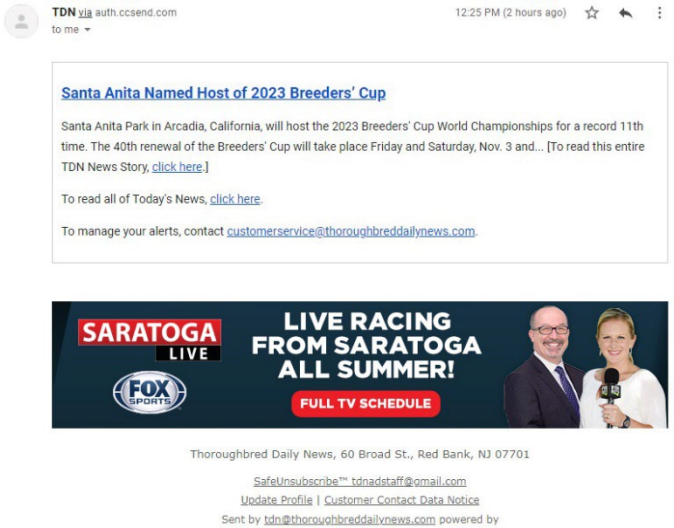


Vertical: 3.85" x 2.5" **Horizontal**: 7.9" x 1.25"
JPG, RGB, 300dpi, no bleed

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, or contact the advertising staff at tdnadstaff@gmail.com

EMAIL & WEBSITE ADVERTISING*	DIMENSIONS (WxH)	GUIDELINES	PRICE
E-MAIL & INTERSTITIAL AD	650px x 475px	JPG or GIF, 72dpi, no bleed	$500/day
EXPANDABLE LEADERBOARD AD (Displayed on TDN America homepage)	Open: 1170px x 350px Closed: 1170px x 65px 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/day
EXPANDABLE VIDEO LEADERBOARD AD (Displayed on TDN America homepage)	Closed: 1170px x 65px (video will then expand larger)	JPG or GIF, 72dpi; must include Video link (either Vimeo or YouTube)	$750/day
DIGITAL/ALERT ADS	300px x 600px AND 728px x 150px	JPG or GIF, 72dpi, no bleed	$3,000/month
STALLION LINKS	---	---	$600/year per stallion

TDN VIDEO OPPORTUNITIES

The TDN offers four 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)

FULL COMMERCIAL + BANTER IN TDN WRITERS' ROOM

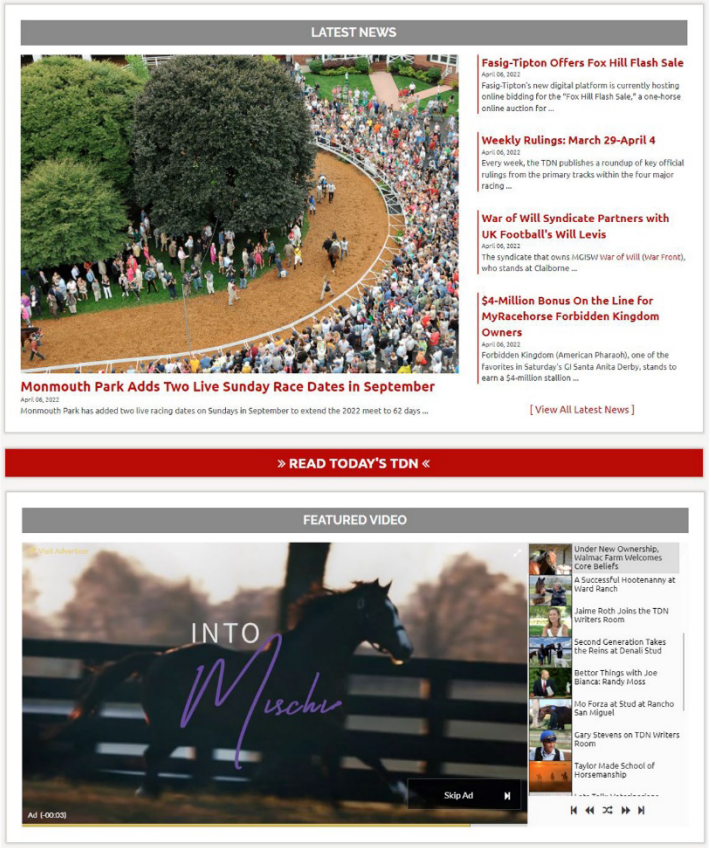
Our most popular video series is the TDN Writers' Room, a weekly round-table show where our writers, along with an industry guest, discuss the week's events. The show is 60-90 minutes long each week, and offers commercial breaks where we roll your full 30-second commercial, and the hosts banter about 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 on our social media channels.

SOCIAL MEDIA CONTENT

TDN's sponsored social media content offers clients an opportunity to promote stallions, consignments/sale offerings, farms and facilities, real estate, local businesses, events and more to an audience that spans throughout the industry and beyond it. All content is filmed, produced, and edited by the TDN team and distributed across TDN's social platforms.

To date, the TDN's social media following has grown to…

243k+ followers on Facebook

125k+ followers on Instagram

67k+ followers on X

22.5+ subscribers on YouTube

23.9k+ followers on TikTok

That's approximately **480,000 followers** across five social media platforms.

PRODUCT	DESCRIPTION	RATE
SPONSORED REEL	30-60 seconds filmed vertical video posted on TDN's Instagram, X, YouTube (Shorts) and TikTok accounts.	$1,200
FEATURED PHOTO POST	Single-image post with caption featuring advertiser messaging, cross-posted on TDN's X and Facebook accounts, along with TDN's Instagram story.	$500
FEATURED MULTI-PHOTO POST	A post containing 3-5 images with caption featuring advertiser messaging, cross-posted on TDN's X and Facebook accounts, along with TDN's Instagram story.	$650

All posts will include tagging/collaborating with the client account, along with any applicable links. Client will receive all footage/photos.

As our online following continuously grows, we are proud to offer our clients expanded advertising opportunities on all of TDN's social media platforms. For our clients, this guarantees more views and as a result, enhanced exposure and increased engagement.

For TDN America inquiries, contact Sara Gordon: saragordon@thetdn.com

For TDN Europe inquiries, contact Alayna Cullen Birkett: alaynacullen@thetdn.com

BESPOKE VIDEO CONTENT

The TDN also creates bespoke video content for advertisers, which runs as sponsored content in our editorial sections, and which also spends a month on our sponsored video section. Advertisers can tell their story with a three-minute video that blends seamlessly into our content.

SPONSORED VIDEOS

2026 VOLUME DISCOUNTS

Volume discounts for $25,000+ annual spend. 2026 discounted rates are based on 2025 total spend.

	1/8 PAGE	1/6 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE (STANDARD)	FULL PAGE (INSIDE FRONT)
Standard rates	$650	$765	$875	$1,150	$1,450	$1,800
Contract rates $25,000/year spend *(5% off base rate)*	$620	$725	$830	$1,090	$1,375	$1,710
$75,000+/year spend *(10% off base rate)*	$585	$690	$790	$1035	$1,305	$1,620
$150,000+/year spend *(15% off base rate)*	$555	$650	$745	$980	$1,230	$1,530
$225,000+/year spend *(20% off base rate)*	$520	$610	$700	$920	$1,160	$1,440
$300,000+/year spend *(27.5% off base rate)*	$470	$555	$635	$835	$1,050	$1,305
$375,000+/year spend *(35% off base rate)*	$425	$495	$570	$750	$940	$1,170
$450,000+/year spend *(40% off base rate)*	$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) - $48,100 per year / $925 per day
- Leaderboard ad on homepage - $500 per day
- E-mail/Interstitial ads - $500 per day
- Stallion Links - $600 per stallion, per year
- $750 full pages for sires standing for $9,999 and under
- $400 full pages for sires standing for $5,000 and under
- $400 Headline News masthead ads
- Digital/Alert ads - $3,000/month
- Bullet ads - $110 each or 12 for $1,100

2027 VOLUME DISCOUNTS

Volume discounts for $25,000+ annual spend. 2027 discounted rates are based on 2026 total spend.

	1/8 PAGE	1/6 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE (STANDARD)	FULL PAGE (INSIDE FRONT)
Standard rates	$650	$765	$875	$1,150	$1,450	$1,800
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$75,000+/year spend *(10% off base rate)*	$585	$690	$790	$1035	$1,305	$1,620
$150,000+/year spend *(15% off base rate)*	$555	$650	$745	$980	$1,230	$1,530
$225,000+/year spend *(20% off base rate)*	$520	$610	$700	$920	$1,160	$1,440
$300,000+/year spend *(27.5% off base rate)*	$470	$555	$635	$835	$1,050	$1,305
$400,000+/year spend *(35% off base rate)*	$425	$495	$570	$750	$940	$1,170

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2026 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 *Annual contract, once a week for 52 weeks*	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	$13,000	£9,850*	€11,230*
PAGE 2 – TODAY in TDN (EURO edition)	5.40" x 1.80"	JPG, RGB, 300dpi, no bleed	$2,000 per month $2,500 per month (starting 1/1/2027)		
FULL PAGE (Inside Front Cover)	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	$900	£690*	€780*
FULL PAGE (Standard)	8.5" x 11" (US Letter)	PDF, 300dpi, no bleed, file size under 750 kb	$750	£570*	€650*
1/2 PAGE	Vertical: 3.85" x 9.9" OR Horizontal: 7.9" x 5"	JPG, RGB, 300dpi, no bleed	$600	£466*	€520*
1/4 PAGE	Vertical: 3.85" x 4.75" OR Horizontal: 7.9" x 2.5"	JPG, RGB, 300dpi, no bleed	$350	£272*	€310*
1/6 PAGE	Vertical: 3.85" x 3.75" OR Horizontal: 7.9" x 1.87"	JPG, RGB, 300dpi, no bleed	$300	£230*	€260*
HELP WANTED ADS *Includes 30-day listing on the TDN Careers Page*	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)	£310*	€350*
BULLET ADS (race results only)	3.85" x 0.2"	JPG, RGB, 300 dpi, no bleed	$110 per ad, or 12 for $1,100	£90 per ad*	€100 per ad*

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	$2,000/month

**Sterling and Euro are estimated comparisons as of 25 November, 2025. To check current exchange, go to https://www.xe.com/*