

2010 Horse Talk Order Form

Name of Advertiser _____ Date _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ Cell (____) _____ Fax (____) _____

Email _____ Contact person _____

PAYMENT INFO: All ads must be pre-paid
 Check enclosed Visa/ MC/ Discover

Card # _____

Exp. date _____ Card Verif. # on back _____

Signature _____

If Address above is different from Credit Card Billing Address please provide the information below:

Name on Credit Card _____

Street Address _____

Zip Code _____

We are ordering the display ad space units indicated below:

	B/W	Full Color	With Web Ad
Full Page	\$515	\$615	FREE
2/3 Page	\$380	\$460	FREE
1/2 Page	\$280	\$325	FREE
1/3 Page	\$200	\$235	FREE
1/4 Page	\$160	\$190	FREE
1/6 Page	\$110	\$140	FREE
Bus Card	\$75	\$95	FREE
Service Directory	\$90	3 issues (6 months)	
	\$180	6 issues (1 year)	

Prime Positions - Call for rates and availability

Frequency Discounts (not applicable for service directory, classified, or web ads)

- 2 Issues - Stallion advertisers take 5% off
- 3 Issues - 5% discount if all 3 ads are paid in full at time of insertion
- 6 issues (1 year contract rate)
- bill us for each issue as it runs at 5% off
- OR...
- we'll pay for all 6 issues in full and take 10% off

We want our ad to run in the following issue(s):
 Jan/Feb'10 Mar/Apr May/June July/Aug
 Sept/Oct Nov/Dec Jan/Feb'11 Mar/Ap May/June

Publisher and Advertiser agree that all rights in ads designed by Publisher, including copyrights, shall be owned solely by Publisher. To the extent that any preexisting rights of Advertiser are embodied in ads designed by Publisher for Advertiser, Advertiser grants to Agency the irrevocable, perpetual, nonexclusive, royalty-free license to use, reproduce, display, distribute copies of and prepare derivative works based upon such rights and any derivative works thereof.

Full page 7 (w) x 9 1/2 live image area Trim Size 8.125 w x 10.875 h Bleed Size 8.625 x 11.375	2/3 page (V) 4 5/8 (w) x 9 1/2	1/2 page vertical 3 3/8 x 9 1/2 1/4 page 3 3/8 (w) x 4 1/2
1/3 page (H) 7 (w) x 3 1/8	1/3 page sq. 4 1/2 x 4 1/2 1/6 page 2 1/4 x 4 1/2	1/6 page 3 3/8(w) x 3 1/8 Bus Card/ 1/8 pg 3 3/8 (w) x 2 1/8
2/3 page (H) 7 (w) x 6 1/8	1/2 page horizontal 7 (w) x 4 1/2	Ads can be designed at no additional cost, please provide photos, any clean, high quality logos or artwork that you would like included. Provide us with text and an outline of the layout for the ad. We will email a proof.

Mechanical Specifications: We prefer to receive high resolution PDF or TIFF files on disk or by email - (Save PS files as level 2&3, Binary, with font inclusion) Line screen is 120. Please call to receive our PDF format requirements. Send by email or mail. FTP site available for download.

Terms: The publisher of "Horse Talk" is hereby authorized to insert in the publication the advertising of the above advertiser or its advertising agency of record, the space units indicated above, for which we agree to include payment in full at the rate and conditions stated in this order. It is understood and agreed that all terms and conditions stated in this Order Form are subject to acceptance by the publisher. No ad will be inserted until full payment is received or payment arrangements have been approved by publisher. Advertiser is responsible for finance fees and court cost on any unpaid balance over 30 days.

 Authorized Signature

Deadline for advertising SPACE is the 10th of the month preceding the issue date (e.g. Oct. 10 for the Nov./Dec. issue). Ads received after the deadline will be inserted in the following issue.

Please Email, Fax or Mail this form to:

Horse Talk Magazine • PO Box 1037 • Locust Grove, VA 22508 •
 Phone 540-548-4613 or 540-220-9103 • Fax 540-301-2009 •
 Email: ads@horsetalkmagazine.com

Overnight Shipping Address: 12301 Dell Way, Fredericksburg, VA 22407