

QUARTER HORSE track

MAGAZINE FOR RUNNING QUARTER HORSES

PO Box 222, Morgan Mill, TX 76465-0222
254-965-9667 - Fax: 254-965-3936 - E mail: bhudson@trackmagazine.com

ADVERTISING RATES EFFECTIVE JANUARY 1, 2015

	1-TIME RATE		6-TIME RATE		12-TIME RATE	
	Black & White	4/Color	Black & White	4/Color	Black & White	4/Color
1 PAGE (7 1/2" w x 10" h)	\$525	\$925	\$499	\$899	\$473	\$873
2/3 PAGE (7 1/2" w x 6.5" h) or (4 3/4" w x 10" h)	\$378	\$778	\$359	\$759	\$340	\$740
1/2 PAGE (7 1/2" w x 4 7/8" h) or (4 3/4" w x 7 1/2" h)	\$299	\$699	\$284	\$684	\$269	\$669
1/3 PAGE (7 1/2" w x 3 1/3" h) or (2 3/8" w x 10" h)	\$194	\$594	\$184	\$584	\$175	\$575
1/4 PAGE (3 5/8" w x 4 7/8" h) or (7 1/2" w x 2 1/2" h)	\$175	\$575	\$164	\$564	\$156	\$556
1 COL. INCH (2 3/8" w x 1" h)	\$25	N/A	\$24	N/A	\$22	N/A

****COVERS BY CONTRACT ONLY****

COLOR

Full color photo (4-color process) ad is \$400 plus the cost of black and white space. Single added colors are available and will be added at \$125 per color, per page, plus cost of black and white space. Metallic colors will cost \$250 per color per page.

MECHANICAL REQUIREMENTS

Printing Process: Off-set, sheet fed, perfect bound.

Dimensions: 7-1/2" x 10" -- Live Area
8-1/2" x 11" -- Trimmed Area
9" x 11-1/2" -- Bleed Size

Screen Ruling: Up to and including 300 line screen preferred on all colors, prints 150dpi.

Digital Specifications: The magazine uses a Macintosh platform. **PDF FILES ARE PREFERRED.** Acceptable software includes Adobe Indesign CS5, Adobe Indesign CC 2014, Adobe Photoshop CS5 and Adobe Photoshop CC 2014. High resolution pdfs for printing to a magazine are acceptable, fonts must be embedded. Acceptable storage media includes CD-ROMs and DVDs, and USB flash drives. E-mail is acceptable under certain conditions. Do not embed type or logos into photos or background images. All images must be composite CMYK high resolution no lower than 300 DPI. Photoshop files and color scans must be in CMYK

format. Save files as TIFF, EPS or a high resolution PDF. All colors used in the document must be defined as CMYK process colors. Spot colors must be converted. Include both the printer font and screen fonts when submitting ads. Along with the digital file, submit a digital color proof or a high-resolution monochrome laser print. Ad proofs are shown only upon request. To insure receiving proofs for approval, complete material must be received by publisher no later than closing date. If a proof is sent, publisher must be notified of corrections within 24 hours of advertiser's receipt of proof or publisher cannot guarantee to make changes.

ISSUE & CLOSING DATES

Published monthly, mailed approximately the first week of each month. Closing date is the 10th of the month preceding publication month. Space orders are due on or before closing date. Cancellations are not accepted after closing dates. Covers may not be cancelled less than 10 days preceding closing date. When no acceptable copy is furnished by closing date for space under contract, publisher reserves the right to repeat latest advertisement or to charge for the space reserved. All material other than camera ready art is due 2 days after closing date. Camera ready art is due 5 days after closing.

BILLING, COMMISSIONS & DISCOUNTS

Billing date is approximately 10 days after publication of issue. Payment is due in Morgan Mill, Texas, within 30 days of date of notice. All accounts not paid in full within 30 days of date of invoice shall incur a late charge of 1.5% per month from the due date until paid in full. In the event advertiser and/or agency defaults in payment of bills, such bills are turned over for collection. In this event, advertiser and/or agency shall be totally liable for all fees and sums charged by the collection agency or attorney. If any suit or other judicial proceeding is instituted or had thereon or if collected through probate or bankruptcy proceeding, advertiser and/or agency shall be totally liable for all attorney's fees and court costs incurred by publisher in the collection of said bills. There is a 15% commission allowed on black and white space price to recognized agencies on camera ready copy. No commission on production charges. Commissions not allowed on charges turned over for collection. All advertisements are published for the benefit of the agency and the advertiser and each of them is jointly and severally liable for all charges. All first time advertisers must pay for initial ad in advance, unless placed through recognized agency.

GENERAL ADVERTISING INFORMATION

The publisher is not responsible for any errors in key numbers or other type set by the publisher. All advertisements are accepted and published by the publisher upon the representation that the agency and/or advertiser is authorized to publish entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the advertiser and/or advertising agency that they have obtained written consent of the use in the advertisement of the name, picture and/or testimonial contained therein. In consideration of the publisher's acceptance of such advertisements for publication, the agency and advertiser shall jointly and severally, indemnify and name the publisher harmless from and against any loss or expense, including without limitation reasonable attorney's fees resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement. Recognized agency as used in this rate card refers to an individual or group of individuals who make the media selection, handles the order, coordinates and processes the space placed with the publisher under the terms of this rate card, furnishes and prepays transportation and import charges on all printing materials submitted and processes prompt payment. The publisher shall not be liable for failure to publish or distribute all or any part of any issue because of labor disputes, accidents, fires, acts of God or any other circumstances beyond the publisher's control. Further, the publisher shall not be liable for damages if for any reason he fails to publish an advertisement. All orders are subject to publisher's acceptance at Morgan Mill, Texas. Publisher reserves the right to reject or cancel for any reason at any time any advertising, including any advertisement which in the opinion of the publisher does not conform to the editorial or graphic standards of the publication. All advertisements must be clearly and prominently identified by a trademark and/or the signature of the advertiser. The word "advertisement" shall be printed at either the top or bottom of advertisements, which, in the opinion of the publisher, might be confused with editorial pages. No conditions, oral or printed in contract, order, copy instructions, or elsewhere, which conflict with the publisher's policies as set forth in or incorporated by reference into this rate card, will be binding on the publisher. The advertising agency and the advertiser assume and agree to pay the charges for advertising pub-

lished at their discretion. Bill shall be sent, at publisher's option, to the agency or advertiser. Publisher reserves the right to cancel ad orders at any time upon default by agency in payment of bills. In the event of such cancellation, charges for all advertising become immediately due and payable by the agency. Furthermore, if there has been any default in the payment of a prior bill, or in the sole judgment of the publisher agency's credit becomes impaired, publisher shall have the right to require payment for further advertising under such terms as he sees fit. No waiver or modifications of any of the foregoing shall be binding on the publisher unless in writing signed by an officer.

CIRCULATION

Rates based on average circulation of approximately 5,500. Distribution is by subscription and special promotions in the field. Single copy price by mail, \$10. Stallion issue bought separately, \$45. Subscription rates \$45.00 per year (12 issues). Foreign subscription (includes Canada and Mexico), \$100 per year. Paid subscriptions include complimentary access to the digital edition of the magazine via www.track-magazine.com and TRACK's Monday Report via email.

PROFILE

TRACK MAGAZINE offers fresh and realistic reporting on American Quarter Horse racing in the United States. Each monthly issue contains news and feature articles on topics pertinent to the horse business. TRACK deals objectively with controversial issues in the racing business, and reports results from major tracks across the United States, Mexico and Canada, along with national highlights and upcoming event schedules.

Established in September 1975 by then co-owners Ben Hudson and Jerry McAdams, TRACK has built a solid reputation for professional journalism.

MONDAY REPORT

FULL PAGE (7 1/2" w x 10" h)	\$400
1/2 PAGE:	
horizontal: (7 1/2" w x 4 7/8" h)	\$200
vertical: (3 2/3" w x 9 7/8" h)	\$200
1/4 PAGE (3 2/3" w x 4 7/8" h)	\$100

MONDAY REPORT SPECIALS - \$500 PER PAGE

The Monday Report is a weekly publication which is published every Monday morning, and includes Race Results from the previous week, photos of races, information on horses, breeders and trends in the Quarter Horse racing and breeding, and advertising.

The Monday Report is delivered by ONE of four methods per subscriber:

- Placed on website for subscriber to view; or
- Emailed to subscriber; or
- Faxed to subscriber; or
- Mailed to subscriber.

Printing Process: Color LaserJet.
Ad Dimensions: 7.5" w x 9.725" h
Screen Ruling: Up to and including 300 line screen preferred on all colors.

DIGITAL SPECIFICATIONS: The Monday Report is created using a Macintosh platform. Acceptable software includes Adobe Indesign CS5, Adobe Indesign CC 2014, Adobe Photoshop CS5 and Adobe Photoshop CC 2014.

HIGH RESOLUTION PDFS FOR PRINTING PREFERRED. Final ads submitted to us must be high resolution pdfs, eps, tiff or jpeg files. All images must be between 250 and 300 DPI. Any artwork created in an illustration program must have all text converted to paths. Use only Type 1 PostScript fonts and include both the printer font and screen fonts when submitting ads.

ISSUE & CLOSING DATES

All final ads must be submitted to us no later than **9:00 a.m.** each Monday morning in order to be placed in that day's Monday Report.

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