



# E-mailing your photo ad!

You must provide all of the following information or your ad may not run, *especially* if you are placing a late or last-minute ad! So please, take a minute and read these easy instructions.

Note: *If you're sending your ad after the 15th of the month, please allow as many as 5 days for confirmation, as this is our busiest time!*

**1. WE NEED YOUR NAME** (not the stable or ranch name), address with Zip Code, and a daytime phone number.

**2. SCANNED PHOTOS** should be a minimum of 200 dpi resolution, or if sending photos from your digital camera, send the file directly from your digital disk. We need a minimum of 624w x 464h pixels for a horizontal shaped photo or 486w x 552h pixels for a vertically shaped photo. A "medium" setting on most digital cameras will give this minimum. Displayed on your computer screen at 100%, the photos may seem much too large; however, they will print correctly on the press at a smaller size.

**3. DO NOT CROP** your photo close to the edges of the horse. We will crop the photo for you. If we have to rebuild background, we will add a \$25.00 service charge for labor.

**4. SAVE YOUR PHOTOS AS .JPG** files only, with medium compression, *and name them with your last name!* Example: Smith1.jpg, Smith2.jpg.

**5. YOUR AD COPY (TEXT)** must begin by telling us name of the photo you are attaching, followed by the desired headline, then by the sire and dam (if desired), then the main ad text, and finally the phone number. For example: *"(Smith1.jpg) 1999 AQHA Colt, Barlink Man x Pretty Lady, Cute colt, great showmanship prospect, (503) 234-2348."* (this helps us match your ad copy to your photo if the info gets separated). *Maximum number of words: 35!* (not including a brief headline, optional sire/dam line and one phone number).

**6. STATE CLEARLY WHAT ARE YOU ORDERING:** Black and white photo ad (\$35) or color photo ad (\$65); be sure to specify the issue you desire: June, July, etc.

**7. INCLUDE CREDIT CARD #, EXPIRE DATE AND ADDRESS FOR PAYMENT.** *Note: we cannot process your credit card without your address. It is your responsibility to get your payment info to us; if you don't want to send it in your email, you can also send it one of the following ways:*

- **By voice:** 503-771-5804. *(Use voice mail if we are on the phone! Sorry, we cannot play phone tag for your card number)*
- **By Fax:** 503-771-5914
- **By regular mail:** PO Box 42355, Portland, OR 97242.

**Thank you for choosing Horsemen's Marketplace!**