

# 2008 Advertising Rates

1 issue

2 or more issues, same ad

**BLACK AND WHITE** • Includes basic design and 2 photos • each additional photo \$10

FULL PAGE	\$195	\$175
HALF PAGE	\$135	\$120
QUARTER PAGE	\$ 75	\$ 65
PHOTO AD (order form, p.6)	See p. 6	See p. 6
INSIDE FRONT COVER	\$285	\$260
INSIDE BACK COVER	\$250	\$225
BACK COVER	\$300	\$275
CLASSIFIED (no photo)	\$15 for 30 words, additional words 30¢ each	
BUSINESS CARD AD	N/A	\$150/6 issues

**FULL COLOR** • Includes basic design and 2 photos • each additional photo \$10

FRONT COVER	\$450	N/A
INSIDE FRONT COVER	\$395	\$350
INSIDE BACK COVER	\$350	\$320
BACK COVER	\$400	\$365
FULL PAGE	\$375	\$325
HALF PAGE	\$225	\$200
QUARTER PAGE	\$150	\$130
PHOTO AD (order form, p.6)	See p. 6	See p. 6

## Ad Deadlines

Issue      Deadline

Jan 2008	Dec. 10
Feb. 2008	Jan. 10
Mar. 2008	Feb. 10
April 2008	Mar. 10
May 2008	April 10
June 2008	May 10
July 2008	June 10
Aug. 2008	July 10
Sept. 2008	Aug. 10
Oct. 2008	Sept. 10
Nov. 2008	Oct. 10
Dec. 2008	Nov. 10

## General Information

**PHOTOS:** For return of photos, please include a self-addressed stamped envelope large enough to hold the photographs.

**E-MAILING ADS:** See instructions at [horsemensmarketplace.com/emailphoto.pdf](http://horsemensmarketplace.com/emailphoto.pdf).

**RENEWALS:** Call us! We keep all of your ads on file!

### HORSEMEN'S MARKETPLACE

Box 521 • 14845 SW Murray Scholls Dr., #110  
Beaverton, OR 97007 • 503-628-1818  
Fax: 503-628-1010 • [ads@horsemp.com](mailto:ads@horsemp.com)

To pay by card, Please include your account number expiration date, signature, name and complete mailing address.



**ERRORS AND CORRECTIONS:** Advertiser must notify Marketplace of errors prior to next issue. We agree to re-run an ad at no charge only if, in our estimation, the error causes the ad to be without value, i.e., no way to contact seller, wrong photo used, wrong text used. Minor misspellings of omission of a word or price does not warrant a free re-run, though some credit may be given. **ADVERTISING POLICIES:** see page 5.