

## Reach over 10,000 draft horse enthusiasts

in the United States, Canada and numerous foreign countries when you advertise in *The Draft Horse Journal*. It is the magazine that people in this industry refer to when they want to locate events or sell supplies, equipment or services.



We offer 2 options for effective advertising:

### 1 DISPLAY ADS

Appear in *The Draft Horse Journal* publication—both print & digital versions.

- All ad sizes available in color or black & white
- See inside this brochure for sizes and rates

### 2 PRINT CLASSIFIED ADS

Appear in *The Draft Horse Journal* printed publication

- \$1 per word or minimum charge of \$20.
- No blind ads. Include name, city and state. E-mail address only does not suffice.
- Must submit a hard or digital copy of your classified ad. We do not provide a proof of classifieds.
- Payment due prior to publication.
- Ad will appear in the next published issue.

For quesitions, contact Jill McAvoy,  
Advertising Coordinator

#### AD COPY DEADLINES FOR DISPLAY & CLASSIFIED ADS

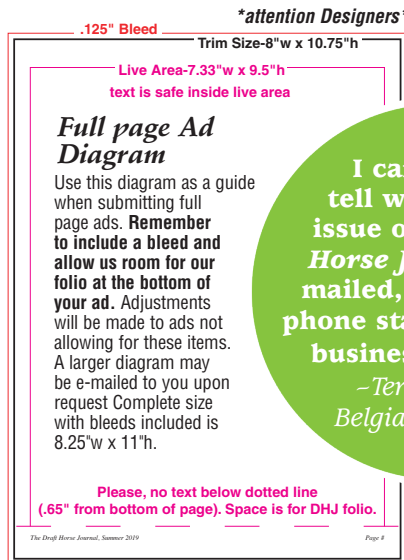
ISSUE	AD COPY DUE	MAILING DATE
Spring	January 20	March 2
Summer	April 20	June 2
Autumn	July 20	September 2
Winter	October 20	December 2



**Disclaimer:** *The Draft Horse Journal* reserves the right to reject, edit or cancel any advertising for any reason at any time. Ads unrelated to the heavy horse and mule industry will not be accepted at any time under any circumstances. Advertising agencies and advertisers will indemnify and save the publisher harmless from any losses or expenses arising out of publication of such ads, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement, misrepresentation of animals or products, or failure to deliver merchandise.

## AD SIZES

SIZE	INCHES/FRACTIONS	INCHES/DECIMALS
full page	Trim Size: 8"w x 10-3/4"h with bleeds: 8-1/4"w x 11"h Live Area: 7-5/16"w x 9-1/2"d	Trim Size: 8"w x 10.75"h with bleeds: 8.25"w x 11"h Live Area: 7.33"w x 9.5"h
2/3 horizontal	7-5/16"w x 6-5/16"h	7.33"w x 6.33"h
2/3 vertical	4-13/16"w x 9-1/2"h	4.83"w x 9.5"h
1/2 horizontal	7-5/16"w x 4-5/8"h	7.33"w x 4.67"h
1/2 vertical	4-13/16"w x 7-5/16"h	4.83"w x 7.33"h
1/3 horizontal	7-5/16"w x 3-1/8"h	7.33"w x 3.17"h
1/3 square	4-13/16"w x 4-5/8"h	4.83"w x 4.67"h
1/3 vertical	2-5/16"w x 9-1/2"h	2.33"w x 9.5"h
1/4 paired	3-11/16"w x 4-5/8"h	3.67"w x 4.67"h
1/4 free-standing	4-13/16"w x 3-11/16"h	4.83"w x 3.67"h
1/6 horizontal	4-13/16"w x 2-5/16"h	4.83"w x 2.33"h
1/6 vertical	2-5/16"w x 4-5/8"h	2.33"w x 4.67"h
1/6 paired	3-2/3"w x 3-1/6"h	3.67"w x 3.17"h
3"	2-5/16"w x 3"h	2.33"w x 3"h
2"	2-5/16"w x 2"h	2.33"w x 2"h



I can always tell when a new issue of *The Draft Horse Journal* gets mailed, because my phone starts ringing & business picks up.

—Terry Pierce,  
Belgian Hill Farm



## SMART EFFECTIVE AFFORDABLE advertising

The world's foremost heavy horse magazine is published quarterly, serving the interests of all draft horse breeds.

*The Draft Horse Journal*



(319) 352-3817 • Fax: (319) 352-2232  
advertising@draffhorsejournal.com

www.draffhorsejournal.com

P.O. Box 670 • 2700 5th Ave. NW • Waverly, Iowa 50677

# STANDARD

Applies to Breeders & Dealers of draft horses and mules, Harness makers, Farmers and Dealers in used or homemade heavy horse equipment. They also apply to public sales, shows, pulls, plowing contests and other events involving these animals.

## BLACK & WHITE DISPLAY STANDARD AD RATES

The DHJ accepts camera-ready ads only. If you need a list of graphic designers familiar with our specs, please contact us.

SIZE	SINGLE INSERT	1 YEAR CONTRACT — PAID IN ADVANCE —
Full Page	\$575.00	\$1960.00
2/3 Page	\$415.00	\$1435.00
1/2 Page	\$300.00	\$1030.00
1/3 Page	\$220.00	\$745.00
1/4 Page	\$175.00	\$595.00
1/6 Page	\$115.00	\$380.00
3" Ad	\$85.00	\$285.00
2" Ad	\$55.00	\$190.00

## COLOR DISPLAY STANDARD AD RATES

SIZE	SINGLE INSERT	1 YEAR CONTRACT — PAID IN ADVANCE —
Full Page	\$975.00	\$3575.00
2/3 Page	\$760.00	\$2820.00
1/2 Page	\$575.00	\$2190.00
1/3 Page	\$490.00	\$1905.00
1/4 Page	\$350.00	\$1330.00
1/6 Page	\$225.00	\$855.00
3" Ad	\$140.00	\$532.00
2" Ad	\$100.00	\$380.00

# COMMERCIAL

Applies to feed companies, insurance companies, newly manufactured equipment, books, videos, specialty items, artwork, trailer sales, etc.

## BLACK & WHITE DISPLAY COMMERCIAL AD RATES

The DHJ accepts camera-ready ads only. If you need a list of graphic designers familiar with our specs, please contact us.

SIZE	SINGLE INSERT	1 YEAR CONTRACT — PAID IN ADVANCE —
Full Page	\$862.50	\$2940.00
2/3 Page	\$622.50	\$2152.50
1/2 Page	\$450.00	\$1545.00
1/3 Page	\$330.00	\$1117.50
1/4 Page	\$262.50	\$892.50
1/6 Page	\$172.50	\$570.00
3" Ad	\$127.50	\$427.50
2" Ad	\$82.50	\$285.00

## COLOR DISPLAY COMMERCIAL AD RATES

SIZE	SINGLE INSERT	1 YEAR CONTRACT — PAID IN ADVANCE —
Full Page	\$1462.00	\$5362.50
2/3 Page	\$1140.00	\$4230.00
1/2 Page	\$862.50	\$3285.00
1/3 Page	\$735.00	\$2857.50
1/4 Page	\$468.00	\$1778.40
1/6 Page	\$300.00	\$1140.00
3" Ad	\$185.00	\$703.00
2" Ad	\$125.00	\$475.00

If you have any questions about which rates apply to you or upcharge to color please call Jill McAvoy, Advertising Coordinator.

**\*The Publisher's judgement is final\***

Display advertisers will receive a copy of the magazine that their ad appears in upon publication.

**No Blind Ads.** Information must include name, city & state/province. E-mail address only does not suffice. Applies to all standard & commercial advertisers.

**Repeat Copy:** In the case of a contract advertiser, we would prefer to hear from you in accordance with the ad deadlines for each issue. We do, however, reserve the right to repeat the previous ad if no new copy is submitted, or extend the contract, whichever appears most sensible in our judgement.

**Terms & Conditions:** Payment must accompany orders for first time advertisers. This includes individuals who have not advertised in the past four publications. All other accounts become due and payable upon publication. Interest charges of 1.5% monthly will apply on unpaid accounts ninety days after publication and continue to accrue until paid in full.



## SUBMITTING PRINT-READY ADS

Ads must be to our EXACT specifications. Please let us know the ad size and whether the ad is intended to be color or black/white.

- Print Ready Ads may be submitted via e-mail, Dropbox or most other file transfer software solutions.
- Our preferred accepted file format is high resolution pdf, tiff or jpg files.
- Files must be CMYK or grayscale, 300 dpi.
- Ads will run as they are provided, however DHJ may alter the dimensions of ads not fitting our specs/templates.
- Alternate file formats accepted for Mac users - Adobe InDesign, Adobe Photoshop & Adobe Illustrator. (All fonts & graphics/links must be packaged with file if submitting this way)
- We can not use Microsoft Publisher, Paint or Power Point files. Such layouts are incompatible with our system and need to be reset.
- Always follow up with a phone call to be sure that we received your files and that they are usable/correct.



## BEST OUTCOMES

When submitting ad materials to your designer, make sure all photos, logos and clip art are of the best quality & highest resolution.

For best results, use high resolution jpgs, 300 dpi or higher. Do NOT reduce/scale images when sending to your designer. Do NOT pull images or logos off of web sites, social media or any Internet sources. Screen resolution is far lower than print resolution.

- Stills taken from a video are NOT recommended for use in ads, as they are notoriously poor quality.
- Cell phone photos are not something we like to receive, though the image quality is improving with each generation of new phones.
- Ensure photographers' permission has been acquired for the use of the photo and they are credited on the photo or in the ad.

Promote your business, farm, club, show or sale in an ad size that works best for you!

## SAMPLE AD SIZES

See back panel for dimensions.



Full Page



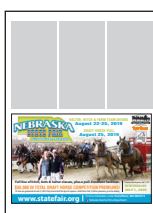
2/3 Vertical



2/3 Horizontal



1/2 Vertical



1/2 Horizontal



1/3 Square



1/3 Vertical



1/3 Horizontal



1/4 Paired



1/4 free-standing



1/6 Vertical  
1/6 Horizontal  
1/6 Paired



3"  
2"