



2015 Advertising Rates

Ad Type	Dimensions	1X rate	20X contract rate
Full Page <i>(PDF, no bleed)</i>	8.5" W x 11"	\$1,550	\$1,350
Inside front cover <i>(full page, includes color copying costs at sales)</i>		\$1,800	\$1,442
Half Page ad <i>(JPG, RGB)</i>	Vertical: 3.85" W x 9.9" H Horizontal: 7.9" W x 5" H	\$1,150	\$1,050
Quarter-page / double <i>(JPG, RGB)</i>	Vertical: 3.85" W x 4.75" H Horizontal: 7.9" W x 2.5" H	\$875	\$775
Ad & a half <i>(JPG, RGB)</i>	Vertical: 3.85" W x 3.75" H Horizontal: 7.9" W x 1.87" H	\$762.50	\$662.50
Single <i>(JPG, RGB)</i>	Vertical: 3.85" W x 2.5" H Horizontal: 7.9" W x 1.25" H	\$650	\$550
Masthead <i>(2 boxes, JPG, RGB)</i>	2" W x 1" H (each box)	\$385	\$385
Interstitial	650 px W x 475 px H (72 dpi)	\$350	\$350
Internet home page	175px W x 189px H (72 dpi)	\$195	\$195
Secondary internet ad	720px W x 100px H (72 dpi)	\$250/week	\$250/week
Video Frame ads		\$500/year per stallion \$250/year freshman sire	\$500/year per stallion \$250/year freshman sire
Alert ads		\$3,000/month	\$28,000/year
Bullet ads (RACE RESULTS ONLY)	3.85" W x 0.2" H	\$100	\$1,000/12 bullet ads

Specific ad packages and sponsorships tailored to your needs – please contact us for more information
 Email: advertising@thetdn.com • Phone: 732-747-8060

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