

Advertiser _____ Contact _____

Email _____ Phone _____ Fax _____

Address _____ City/State/Zip _____

FULL COLOR ADS price per issue (as of 12 November 2025)

	1 Issue	4 Issues	Size Specs (width x height)
Two-Page Spread	\$1500	\$1400	16.5" x 11.125" (trim size 16.25" x 10.875")
Full Page Bleed	\$ 650	\$ 625	8.375" x 11.125" (trim size 8.125" x 10.875")
1/2 Page Horizontal Bleed	\$ 350	\$ 325	8.375" x 5.5" (trim size 8.125" x 5.3125")
1/3 Page Vertical*	\$ 225	\$ 200	7.125" x 2.25" (no bleed)
1/4 Page Standard*	\$ 200	\$ 180	3.5" x 4.75" (no bleed)
1/6 Page Vertical*	\$ 150	\$ 125	2.25" x 4.75" (no bleed)
1/12th Market Display	\$ 90	\$ 85	2.25" x 2.125" (no bleed)

*Standard ads do not bleed.

DESIGN NOTES: Bleed ads require an extra .125" on all four sides beyond the "trim size." Essential elements in photos, graphics and type should remain .375" from the trim line to prevent unwanted cropping in bindery; full page bleed live area = 7.375" x 10.125." All ads must be 300 dpi at the requested size. Ads may be declined for lack of clarity or file size or for any reason.

MARKET TEXT Ads

Place a text-only ad in our Marketplace section for \$50/issue.

WINTER DEADLINES:

December 1 ad reservations, December 15 art.

Issue ships mid February 2026.

Insertion Notes:

PREMIUM POSITIONS

Inside Front Cover	\$1,100
Inside Back Cover	\$1,100
Back Cover	\$1,300
Stallion Directory Section Cover/Fall Issue.....	\$850
National or World Show Cover	\$850*
Opposite Table of Contents.....	\$ 975
Opposite Masthead	\$ 975
Front of Book Guarantee (pgs. 3-40).....	30% add on.
Ad Design	20%+**

**billed at \$75/hour. Horse conformation & markings will not be altered. Billable to Heidi Melocco, Whole Picture, LLC, not to ApHC.

STALLION DIRECTORY ADS

Published in the Fall *Appaloosa Journal* & online at appaloosa.com all year long!

Half-page Stallion Directory Display Ad.....\$500

Includes one photo, 3-generation pedigree, highlights, stud fee, owner and breeding far info, on a white background. No special logos. Ad production is included in the price. Also includes online listing on the ApHC website until the next stallion issue is out. Includes a social media post featuring the info in the ad. Included in online flip book of all in Stud Club. Fall issue only.

Thank you!

Cost per issue:

- ☐ Ad + Placement \$ _____
- ☐ Special Section Offer \$ _____
- ☐ Social Media/Video/Links \$ _____
- ☐ Discount \$ _____

Total Per \$ _____

Name/Signature

Date

Please e-mail a copy of this form (ok to print, sign and photograph) to: journal@appaloosa.com

TERMS AND POLICIES

- All new accounts pay with insertion order until credit is established (3 months). Payment is due within 15 days of invoice date. 1.5% per month is applied to all accounts past due more than 60 days.
- Ads created by Journal staff are billed at \$75 an hour, payable to The Whole Picture, LLC.
- The Appaloosa Journal reserves the right to refuse any ad or preprinted insert.
- Camera ready advertising submitted which does not conform to publishers mechanical conditions may be floated, enlarged, or reduced at the discretion of the publisher, unless previously arranged or discussed.
- Artwork, copy, and drawings for reproduction (scanning) should be clearly marked to facilitate return. Publisher will use all reasonable caution to protect printed material, but cannot be liable for loss or damage.
- Proofs can be made available, when possible. Proofing is for correction of typographical errors and/or deviations from original layout... not for changes or additions.
- Positions of ads are at the option of the publisher and no adjustment or refunds will be made because of position.
- Claims for error must be made within 14 days following publication. Credit shall be limited to first insertion only and shall not exceed the cost of space in which the error occurred. No allowance is granted for errors which do not materially affect the value of an advertisement, nor for errors resulting from a failure to adhere to ad submission requirements, and the publisher shall not be liable for consequential damages.
- The Appaloosa Journal reserves the right to revise advertising rates at any time, however, this will NOT affect contracts in place for future issues. All advertising placed without a signed insertion order is subject to current rates at time of production and has no claims to discounts, refunds, or error claims.
- Revised October 15, 2025