

# APPALOOSA

## JOURNAL

### 2025 advertising rates

#### FULL COLOR ADS price per issue

	1 Issue	4 Issues	Size Specs (width x height)
Two-Page Spread	\$1700	\$1600	16.5" x 11.125" (trim size 16.25" x 10.875")
Full Page Bleed	\$ 850	\$ 825	8.375" x 11.125" (trim size 8.125" x 10.875")
Full Page Standard*	\$ 800	\$ 785	7.125" x 9.625" (live area, no bleed)
1/2 Page Horizontal Bleed	\$ 550	\$ 525	8.375" x 5.5" (trim size 8.125" x 5.3125")
1/2 Page Horizontal*	\$ 500	\$ 475	7.125" x 4.75" (no bleed)
1/3 Page Vertical*	\$ 425	\$ 400	7.125" x 2.25" (no bleed)
1/4 Page Standard*	\$ 400	\$ 380	3.5" x 4.75" (no bleed)
1/6 Page Vertical*	\$ 300	\$ 290	2.25" x 4.75" (no bleed)
1/12th Market Display	\$ 100	\$ 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"

#### PREMIUM POSITIONS

Inside Front Cover .....	\$1,100
Inside Back Cover .....	\$1,100
Back Cover .....	\$1,300
Stallion Directory Cover Package.....	\$1,500*
Opposite Table of Contents.....	\$ 975
Opposite Masthead .....	\$ 975
Front of Book Guarantee (pgs. 3-40).....	\$ 950
Ad Design .....	20%+**

\*Requires a 4x Full Page contract. Stallion Directory cover package includes a half-page horizontal display ad in the Directory.

\*\*Complex Photoshop work, masking & design will be billed at \$75/hour. Horse conformation & markings will not be altered.

#### CONTRACT PERKS

Commit to a full year (4 issues) and save! Multi-page contract advertisers generally receive priority placements unless front of book pages are reserved at the premium page rates. See above for preferred positions.

#### STALLION DIRECTORY ADS

Published in the Winter *Appaloosa Journal* & online at [appaloosa.com](http://appaloosa.com) all year long!

#### Stallion Directory Cover Package.....\$1500\*

\*4x Full Page APJ contract required for the Stallion Directory cover which includes a half-page horizontal display ad in the Stallion Directory. Remaining three ads billed at \$825/issue.

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

Includes one photo, 3-generation pedigree, highlights, stud fee, owner and breeding farm info, on a white background. No special logos. Ad production is included in the price!

#### MARKET TEXT ADS

Place a text-only ad in our Marketplace section for the entire year (four-issue minimum) for \$200. Copy changes during the contract period will be billed at an additional \$50/issue.

*For more information and to reserve your space, contact:*

**advertising@appaloosa.com**

**208-882-5578, ext. 256**