



**RATES & SPECS SHEET**

All measurements are W x H.  
No Crop Marks necessary.  
These measurements are for in issue advertising only.

**Advertising in our digital issues**

|             | Single Issue (1x) | Annual (4x) |
|-------------|-------------------|-------------|
| <b>Full</b> | \$ 45             | \$ 100      |
| <b>2/3</b>  | \$ 30             | \$ 60       |
| <b>1/2</b>  | \$ 20             | \$ 50       |
| <b>1/3</b>  | \$ 15             | \$ 40       |
| <b>1/4</b>  | \$ 12             | \$ 35       |
| <b>1/8</b>  | \$ 10             | \$ 30       |

**Advertising on our website**

|  | 1 Month | 4 Months |
|--|---------|----------|
| <b>Header (Large 728 x 90 px)</b>        | \$ 40   | \$ 140   |
| <b>Header (Small 468 x 60 px)</b>        | \$ 30   | \$ 105   |
| <b>Sidebar (Vertical 240 x 250 px)</b>   | \$ 25   | \$ 90    |
| <b>Sidebar (Horizontal 266 x 184 px)</b> | \$ 25   | \$ 90    |
| <b>Micro (125 x 125 px)</b>              | \$ 5    | \$ 20    |

**Sponsored Content**

|                       |                                      |   |
|-----------------------|--------------------------------------|---|
| <b>Online Article</b> | \$ 30                                | Sponsored content includes:<br>• A banner ad / logo<br>• Company name in title (ex. Saddle fitting brought to you by XYZ Co.) |
| <b>Infographic</b>    | \$ 20<br><small>(Cost per 1)</small> |   |

**Included:**

- Active hyperlinking to a URL of your choice
- Full Colour

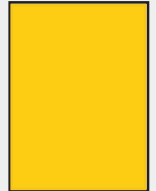
**Issue Schedule:**

- 4 Full Issues a year (quarterly)
- 2- 4 Special Editions

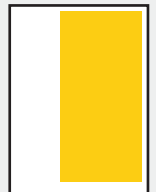
**Closing Date:**

- Minimum 3 weeks before publication date for in issue advertising

**FULL PAGE**  
8.27" x 11.69"  
(full bleed)

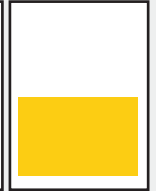


**2/3 PAGE**  
5.5" x 11.69"



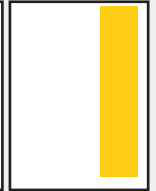
**1/2 PAGE**

*Vertical*  
6" x 8"  
*Horizontal*  
8" x 6"



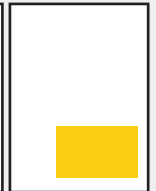
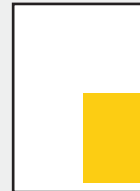
**1/3 PAGE**

*Vertical*  
8" x 4"  
*Horizontal*  
3" x 10"

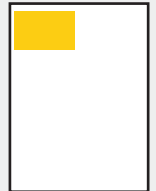


**1/4 PAGE**

*Vertical*  
4" x 5"  
*Horizontal*  
5" x 4"



**1/8 PAGE**  
3.75" x 2.5"



**Submissions:**

**High Quality PDFs are best.**  
We also accept PNG, JPEG, EPS, & TIFF files.

Files can be sent to:  
advertising@theeloquentequine.com