



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)
Full	\$ 45	\$ 100
2/3	\$ 30	\$ 60
1/2	\$ 20	\$ 50
1/3	\$ 15	\$ 40
1/4	\$ 12	\$ 35
1/8	\$ 10	\$ 30

Advertising on our website

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

Sponsored Content

Online Article	\$ 30	Sponsored content includes: <ul style="list-style-type: none"> A banner ad / logo Company name in title (ex. Saddle fitting brought to you by XYZ Co.)
Infographic	\$ 20 <small>(Cost per 1)</small>	

Included:

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

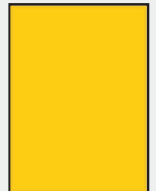
Issue Schedule:

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

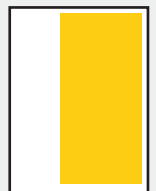
Closing Date:

- Minimum 3 weeks before publication date for in issue advertising

FULL PAGE
8.27" x 11.69"
(full bleed)

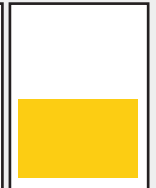
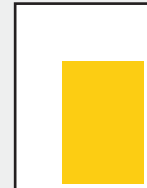


2/3 PAGE
5.5" x 11.69"



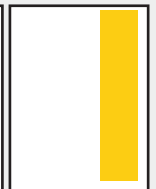
1/2 PAGE

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



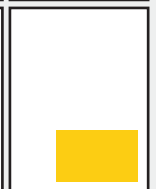
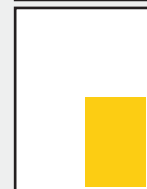
1/3 PAGE

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

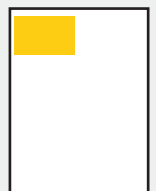


1/4 PAGE

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