

CLASSIFIEDS

or e-mail advertise@bloodhorse.com. Deadline is Noon, Wednesday, 10 days prior to each cover date. All Blood-Horse Classifieds are also placed online at no extra charge. Text ads are available for 96¢ per word (minimum of \$25) and may be easily entered online at BloodHorse.com/ByTheWord

Check out our online listings at BloodHorse.com/Classifieds

Place Your Ad Today! Call 1-800-866-2361

CLASSIFIED ADVERTISING

BloodHorse gives you TWO great reasons to advertise in our popular Classifieds section. When you place a classified advertisement in the printed BloodHorse magazine, your ad will also appear **FREE** online at BloodHorse.com. You'll be reaching two unique audiences for one low price. Text ads convey your message in a clear and simple fashion. You also have the option to step up to a BloodHorse display ad which helps you stand above the crowd. Display ads receive priority placement in both

the magazine and on the web site to give you an extra selling edge. You can also add color to your display ad for the most powerful presentation available. When you really want to be seen, you want a BloodHorse display ad with color. According to an industry study, color advertising attracts a remarkable 79% more readers than advertising without color. This method will give you the fastest response to your message!

BLACK & WHITE DISPLAY ADS

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1 INCH 1x: \$100 3x: \$200 6x: \$400
(2.25" x 1")

BLACK & WHITE DISPLAY ADS

1½ INCH 1x: \$150 3x: \$300 6x: \$600
(2.25" x 1.5")

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2 INCH 1x: \$200 3x: \$400 6x: \$800
(2.25" x 2")

BLACK & WHITE DISPLAY ADS

2½ INCH 1x: \$250 3x: \$500 6x: \$1,000
(2.25" x 2.5")

BLACK & WHITE DISPLAY ADS

3 INCH 1x: \$300 3x: \$600 6x: \$1,200
(2.25" x 3")

TEXT AD

TEXT AD HEADLINE

This is an example of a text ad. This is an example of a text ad. This is an example of a text ad. This is an example of a text ad. This is an example of a text ad. This is an example of a text ad. This is an example of a text ad. This is an example of a text ad.

96¢ per word with a \$25 minimum. A free boldface headline is included at no charge!

Visit Classifieds.BloodHorse.com to schedule your text ad

MAKE YOUR AD STAND OUT!

ADD COLOR!

One extra color: \$88 additional
4-color: \$297 additional

Confidential P.O. Box: \$20 additional

PERFERED DISPLAY ADS

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DOUBLE 4C (7"X4") 1x: \$1,300 3x: \$2,600 6x: \$5,200

DOUBLE BW (7"X4") 1x: \$800 3x: \$1,600 6x: \$3,200

PERFERED DISPLAY AD

SINGLE 4C (7"X2") 1x: \$650 3x: 1,300 6x: \$2,600

SINGLE BW (7"X2") 1x: \$400 3x: \$800 6x: \$1,600

PERFERED DISPLAY AD

SINGLE BW (4.625"X3.5") 1x: \$400 3x: \$800 6x: \$1,600

To place your classified ad,
contact:

CATHERINE JOHNSTON

859-276-6812

800-866-2361, ext. 6812

cjohnston@bloodhorse.com