

Packages for stallions with STUD FEES OVER \$2,500	Number of Stallions				
	1	2-4	5-7	8-10	11+
Full Multimedia: (1)Statistical page, (2)Picture page, (3)Stallion Register Online (SRO) unit w/video*, (4)Included in Global Stallions App	<input type="checkbox"/> \$4,601	<input type="checkbox"/> \$4,510	<input type="checkbox"/> \$4,421	<input type="checkbox"/> \$4,331	<input type="checkbox"/> \$4,153
Basic Multimedia: (1)Statistical page, (2)Stallion Register Online (SRO) unit w/video*, (3)Included in Global Stallions App	<input type="checkbox"/> \$4,065	<input type="checkbox"/> \$3,986	<input type="checkbox"/> \$3,906	<input type="checkbox"/> \$3,827	<input type="checkbox"/> \$3,477
Online Only: Stallion Register Online (SRO) unit w/video*	<input type="checkbox"/> \$3,530	<input type="checkbox"/> \$3,461	<input type="checkbox"/> \$3,392	<input type="checkbox"/> \$3,324	<input type="checkbox"/> \$3,188
Add Reprints: 500 Full color front/back reprints of stallion picture & statistical page	<input type="checkbox"/> \$325/stallion				

Special rates for stallions with STUD FEES \$2,500 OR LESS or outside US	
Full Multimedia: (1)Statistical page, (2)Picture page, (3)Stallion Register Online (SRO) unit w/video*, (4)Included in Global Stallions App	<input type="checkbox"/> \$2,351
Basic Multimedia: (1)Statistical page, (2)Stallion Register Online (SRO) unit w/video*, (3)Included in Global Stallions App	<input type="checkbox"/> \$2,083
Online Only: Stallion Register Online (SRO) unit w/video*	<input type="checkbox"/> \$1,762
Statistical Page Only: Statistical page	<input type="checkbox"/> \$777
Add Reprints: 500 Full color front & back reprints of stallion picture & statistical page	<input type="checkbox"/> \$325/stallion

EARLY BOOKING BONUS:

BOOK YOUR STALLION(S) BY SEPTEMBER 29, 2017
TO RECEIVE A 2% DISCOUNT.

FINAL Entry Deadline: Friday, October 13

Cover Date: December 2017

Production Fees (will be charged to account when necessary)

Create new Picture Page: \$250; includes research, copywriting, photo scan and color correcting. Update Picture Page: \$50; for pages picked up from past Stallion Register. New Photo Scan/Color Correction: \$50. Photo Retouch: \$100. Late Fee: \$100; applies to any ad received after the published production due dates. Resend Fee: \$50; charged on second file received from Agency or Client and any thereafter. Research Fee: \$100; covers time for research and copy writing that is sent to an Agency or Client. Digital Updates: Online Stallion Register units posted prior to October 23, 2017 shall not incur production fees for changing graphic elements after that date. Production fees are not commissionable. Additional fees may apply.

*Video provided by client.

STALLION _____ YOB _____ COLOR _____ HT. _____ ENT. STUD _____

Sire _____ Dam _____

Stud Fee _____ Terms _____

Nominations Breeders' Cup Other Nominations _____

Property of _____

Standing at _____

Farm Name _____ City _____ State _____

Inquiries to _____

Phone (s) _____ Cell _____ Fax _____

E-Mail _____ Website _____

Account Name _____ Phone _____

Address _____ City/State/Zip _____

Agency _____ Phone _____

PAYMENT METHOD** Check Enclosed Bill Established Account CHARGE MY: Visa MC American Express Discover

Card # _____ Exp. Date _____ / _____ Sec. Code _____

**Payment due 10 days following publication. New accounts must prepay or submit credit application for approval. A monthly service charge of 1.5% (18% APR) will be added to past due accounts beyond 30 days.

I, the undersigned, understand this is an order for paid advertising for the options marked above at the prices indicated.

Authorized by _____ Date _____

Signature _____ Sales Rep _____ MSG Code _____

All rates are Gross. Statistical (Stat) Pages present data in a uniform format designed to facilitate comparisons. Spreads consist of a Statistical Page and Picture Page, which can be written by the Agency or by the Publisher to highlight the assets of individual Stallions. Picture Pages written by the Publisher incur production charges (see above). Statistical Pages and Online Stallion Register units are entirely compiled by the Publisher, based on statistics obtained from The Jockey Club Information Systems and Equibase. Online units are updated daily and/or weekly, depending on data point. Commission is offered to recognized Agencies of record placing space on behalf of Client.