

Nova Scotia Equestrian Federation HOOFPRIENTS Newsletter 2011/12 Advertising Rates & Schedule

ADVERTISING RATES Effective February 2011

AD SIZE	1 x	2x
Back cover – full colour	\$400	\$725
Inside covers – full colour	\$325	\$550
Full Page	\$250	\$400
2/3 Page	\$200	\$340
½ Page	\$125	\$175
1/3 Page	\$ 100	\$150
1/6 page	\$ 50	\$ 75

All prices are quoted in Canadian Funds.

Issue	Booking Deadline	Material Deadline
Nov.	September 15 th	October 1 st
April	February 15 th	March 1st

PARTICULARS – Rates quoted are for print-ready ads

Frequency discounts: These discounts are based on confirmed advertising plans, with all ads booked at one time. Prices will be pro-rated and invoiced in the event of the cancellation of a plan. Discounts can only be applied if the account is up to date.

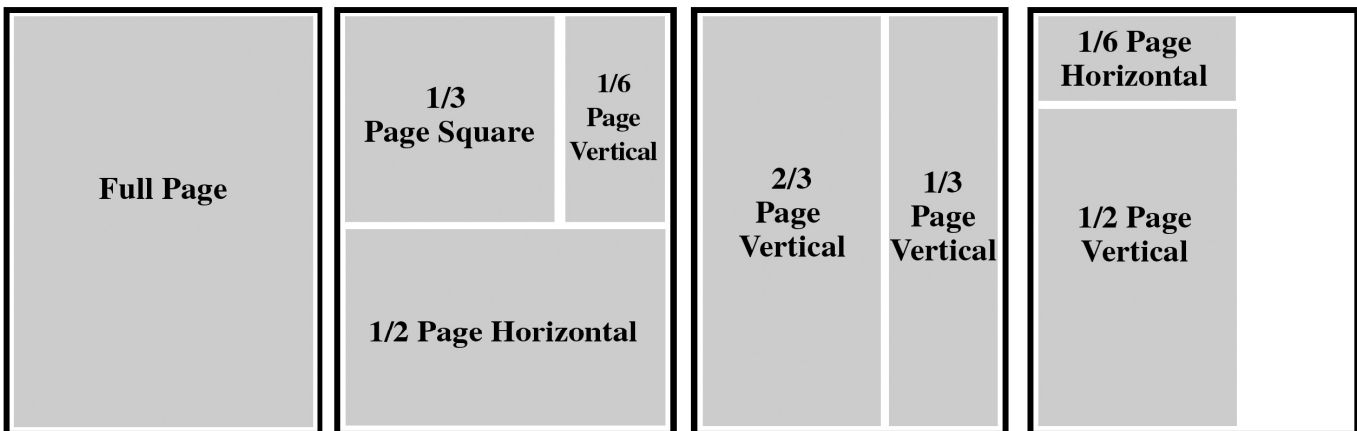
Composition: NSEF will provide design and production service if required. Rate for this service is \$50 per hour.

Terms: Net 30 days. New accounts, please submit payment with order pending credit approval.

Requirements: PDF• TIFF, EPS• Hi-Resolution JPG (300 dpi) Photocopies and laser reproductions are not acceptable for printing.

The Publisher reserves the right to reject any advertising at any time. All advertising is accepted and published by NSEF on the representation that the advertiser is authorized to publish the content and subject matter. It is understood that the advertiser retains sole responsibility for any loss or liability resulting from any claims or suits that may arise out of publication of such advertisement.

HOOFPRIENTS Standard Ad Sizes



Width x Height (in inches)

Cover page (inside/outside)	8 w x 10.5 h
Full Page (inside)	7.5 w x 9.5 h
2/3 (horizontal)	7.5 w x 3.125 h
1/2 (Vertical)	3.6215 w x 9.5 h
1/2 (Horizontal)	7.5 w x 4.75 h
1/3 (Vertical)	2.333 w x 9.5 h
1/3 (Square)	4.9444 w x 4.75 h
1/6 (Vertical)	2.3333 w x 4.75 h
1/6 (Horizontal)	3.6667 w x 3.1667 h