

PONY EXPRESS MAGAZINE

Central Texas Edition

Advertising Rate Card

(Effective 4/1/2008)

Ad Description	Ad Size	1 Month	6 Months	12 Months
Full Page Color	5"wide x 8"high	450.00	400.00	350.00
½ Page Color	5"wide x 4"high	250.00	225.00	200.00
1/3 Page Color	5"wide x 2 1/2"high	175.00	160.00	150.00
¼ Page Color	2 1/2"wide x 4"high	150.00	130.00	120.00
1/8 Page Color	2 1/2"wide x 2"high	80.00	70.00	60.00
Back Cover	5"wide x 8"high	n/a	700.00	600.00
Inside Front/Back Cover	5"wide x 8"high	n/a	600.00	500.00
Equine Products & Services	varies	n/a	90.00 total	150.00 total
Horses for Sale or for Stud	1/8 Page	35.00	-	With photo
Classified Advertising	varies	.25 word	5.00 minimum	

All advertising purchased on an annual basis can be changed each month if necessary at no additional charge as long as camera ready art work (word or pdf file) is submitted by the 10th of the month preceding the issue it is for.

All artwork should be 300 dpi or better.

The better the image quality, the better your ad will look.

We accept Checks / Mastercard / Visa / Discover / American Express, PayPal & Cash.

Payment is due with order and must be paid each month prior to publication.

Agencies: Rates quoted are net.

Subscriptions are available at the rate of \$20.00 per year (12 issues)

FOR MORE INFORMATION, PLEASE CALL

877-398-2828

Or email:

advertising@ponyexpressmagazine.com