



# Horse Resource

## Advertising Order/Contract

This contract guarantees the advertiser listed below specifically requested advertisement space in The Horse Resource publication for the duration of time listed below. The Advertiser agrees to make payment in full for the specified advertisement space. Payment must accompany advertising contract or other arrangements must be made with sales representative.

PAID _____
DATE _____

Business/Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: Home: \_\_\_\_\_ Work: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Run my ad in the month(s) of: \_\_\_\_\_

COVERS (Full Color - Call or email for availability)			
<input type="checkbox"/> Outside Front	\$1000	<input type="checkbox"/> Inside Back (L)	\$600
<input type="checkbox"/> Inside Front (L)	\$650	<input type="checkbox"/> Inside Back (R)	\$600
<input type="checkbox"/> Inside Front (R)	\$650	<input type="checkbox"/> Outside Back	\$750

*-Deposit Required to Reserve Covers-*

AD RATES	
	<i>Check one</i>
<b>FULL COLOR ADS</b>	
<input type="checkbox"/> Full Inside Page	\$500
<input type="checkbox"/> Half Page	\$300
<input type="checkbox"/> Quarter Page	\$200
<b>DIRECTORIES</b>	
<input type="checkbox"/> Stallion Directory	\$ 25
<input type="checkbox"/> Yearly Stallion Directory	\$250
<input type="checkbox"/> Business Card (Standard Business Card size (B&W Only))	\$ 25
<input type="checkbox"/> Yearly Business Card	\$250
<b>SHOWBILL PRICING (Black &amp; White ONLY - Not For Profit ONLY)</b>	
<input type="checkbox"/> Full Page Showbill	\$200
<input type="checkbox"/> Half Page Showbill	\$150
<input type="checkbox"/> Quarter Page Showbill	\$125
<small>Sizes &amp; Dimensions:</small>	
<small>Full Page: (8.25" x 10.75" - add 1/4" all side for bleed)</small>	
<small>Half Page: (No bleed: vertical 3.625 x 9.75, horizontal 7.25 x 4.875)</small>	
<small>Quarter Page: (3.625 x 4.875)</small>	

Payment Method: <i>Payment must accompany ad placement</i>	
<input type="checkbox"/> Check Enclosed	Check # _____
<input type="checkbox"/> CC	<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Other
Card #: _____	
Exp. Date: _____	3-digit code: _____
Authorized Signature: _____	
Cardholder's name: _____	
Cardholder's address: _____	
Cardholder's phone #: _____	
<small>CC payments are subject to 4% convenience fee</small>	

Classifieds (All ads run for 2 months)	
<input type="checkbox"/> Photo Classified	\$40
<small>(40 word ad includes one color photo - \$.20 Each additional word) Please type or print clearly on separate sheet and attach.</small>	

Ad Design: <i>Let us create a high quality ad for your business.</i>	
<input type="checkbox"/> Ad design	\$50
<small>We design your ad to be printed in The Horse Resource. Your approval of proof required before print.</small>	
<input type="checkbox"/> Hard Copy of ad on disc	\$25
<small>Your ad sent to you on disc in your choice of format(s)</small>	

Web Design: <i>Now offering web design and maintenance.</i>	
<input type="checkbox"/> Contact me about designing a web page for my business.	

Special Instructions:

**TOTAL DUE:** \_\_\_\_\_

Send payments to:

**The Horse Resource, LLC**  
12601 S. CR 200 W.  
Muncie, IN 47302  
765-744-7363  
thehorseresource@msn.com

Sales Representative Information
<i>Please contact your representative directly with any questions:</i>

Advertiser will be responsible for any fees incurred in order to obtain payment including returned check fees. It is the responsibility of the advertiser to verify that information provided to The Horse Resource Magazine is correct and accurate. The Horse Resource Magazine will not be held responsible for any incorrect information provided by any advertiser.

**www.thehorseresource.net**  
Deadlines: Reserve: 10th of preceding month; Copy due: 15th of preceding month