

# COHS 2023 Advertising Rates



360.332.5579 • sales@coloradohorsesource.com • All print ads included in digital issue

Ad reservations and payment are due on the 1st of the month preceding publication

## DISPLAY AD:

FULL COLOR	12x	6x	3x	1x
1/6 page	\$198	\$210	\$220	\$240
1/4 page	\$315	\$337	\$352	\$378
1/3 page	\$339	\$361	\$380	\$406
1/2 page	\$495	\$529	\$556	\$596
2/3 page	\$591	\$629	\$661	\$709
Full Page	\$787	\$838	\$883	\$946

FULL COLOR GLOSS COVERS	12x	6x	3x	1x
Back Cover	\$1100	\$1187	\$1275	\$1369
Inside Front or Back Cover	\$957	\$1032	\$1109	\$1190

## MORE ONLINE EDITION ADVERTISING OPTIONS

### Video links

Link to a “how to” video or an introduction to your business.

### Slide Show

Display a gallery of your products, services or event images. Great for highlighting a recent event or show that you participated in.

### App Ticker

The App Ticker displays a customizable message along the bottom of every page of the publication.

### Presentation Page

A full-page space displayed to the left of the front cover; first thing readers will see!

### Interstitial Ad:

Interstitial ad scrolls up from the bottom of the page and presents a full-page ad to readers. It can be enhanced with features like links and other media. The ad remains open until the user closes it.

### Sponsor the Entire Digital Issue

The biggest opportunity to be visible throughout the entire issue. Align yourself with a trusted brand!

Call for pricing...

FULL COLOR	1x
Interstitial Ad	\$500
Center Spread	\$675



COHS backed by 25 years in the industry!

### Reach:

- Facebook: Just launched but growing!
- Website: Just launched December 1st
- 5000 print copies distributed bimonthly
- E-Newsletter
- Responsive Digital Edition and website: See it on smartphones and tablets!

Ask about our Online Front Page Feature Spots, Article Sponsorships and more!

### Online Banner Advertising - Prepaid

1400 x400 \$375/month (Introductory offer)  
300x250 \$75/month

Online Business Directory - \$99 or \$165

Membership 5.00/month

### Article Sponsorship

Online article sponsorship \$75

## TERMS & CONDITIONS

Ad prices subject to change. Ad copy must be received by the 5th of the month prior to the month of publication. While we are committed to quality in production, please check all of your copy carefully. The advertisers and publisher cannot be responsible or liable for misprints, misinformation or typographical errors within the publication.

# 2023 Editorial Calendar



Questions? [editor@coloradohorsesource.com](mailto:editor@coloradohorsesource.com)

**We are a bimonthly publication**

**January/February (Print & Digital):** Barns/Facilities

*Inspire members to start planning their barn projects by informing them about innovations, gadgets, and products that make barn life better, safer, and more convenient.*

Ad materials Deadline: **11/5/22** • Editorial Submissions: **10/25/22**

**March/April: (Print & Digital):** Spring Health

*Help members ensure that their horses are ready to go once the warmer weather hits by getting their horses up-to-date on all health needs, including vaccinations, deworming, and other veterinary care needs.*

Ad materials Deadline: **1/5/23** • Editorial Submissions: **12/25/22**

**May/June: (Print & Digital):** Summer Riding

*Provide members with the best summer riding gear, locations, and events to plan for the upcoming riding season.*

Ad materials Deadline: **3/5/23** • Editorial Submissions: **2/25/23**

**July/August: (Print & Digital):** Youth and Education

*Highlight Colorado's young riders and opportunities for them to continue their love of horses into their future, including higher-education programs.*

Ad materials Deadline: **5/5/23** • Editorial Submissions: **4/25/23**

**September/October: (Print & Digital):** Winter Prep

*Share with members the newest innovations in blankets and gear to keep their horses warm, happy, and safe this winter, plus tips for preparing your barn for snow, ice, and cold weather.*

Ad materials Deadline: **7/5/23** • Editorial Submissions: **6/25/23**

**November/December: (Print & Digital):** Senior Horses:

*Highlight members' senior horses as well as provide innovative tips to care for horses in their golden years to ensure that they are healthy and happy.*

Ad materials Deadline: **9/5/23** • Editorial Submissions: **8/25/23**

# Submission of Ad Copy



360.332.5579 • ads@nwhorsesource.com

**AD MATERIALS DEADLINE:** 5<sup>th</sup> of the 2 months preceding publication  
(For example: November 5 for January/February issue)

**AD SIZES & DIMENSIONS:**

Size	Dimensions	Orientation
1/6 Page	2.306" w x 4.75" h	Vertical
1/6 Page	4.75" w x 2.25" h	Horizontal
1/4 Page	3.5" w x 4.75" h	Vertical
1/3 Page	2.306" w x 9.625" h	Vertical
1/3 Page	4.75" w x 4.75" h	Block
1/2 Page	3.5" w x 9.625" h	Vertical
1/2 Page	7.25" w x 4.75" h	Horizontal
1/2 Page	4.75" w x 7.25" h	Block
2/3 Page	4.75" w x 9.625" h	Vertical
Full Page	7.25" w x 9.625" h	Live Area
Full Page w/bleed	8.75" w x 11.125" h	Page Size

**Contact/Shipping Info:**

**The Northwest Horse Source, LLC**  
6165 Prospero Rd, Peyton, CO 80831  
360.332.5579 Office

**For Shipping UPS or FedEx:**  
6165 Prospero Rd, Peyton, CO 80831

**Email Ads:**  
ads@nwhorsesource.com.  
Please limit file size to 10 megabytes.  
Larger files may be uploaded to our  
Dropbox. Call for information.

**Download Media kit.**  
www.nwhorsesource.com

**AD SPECIFICATIONS:**

- **Supported Software:** Acrobat, InDesign, Illustrator and Photoshop.
- **Supported File Types:** TIFF, EPS, JPG, AI, PSD, INDD or PDF. Any link files must be embedded. Convert all text to outlines.
- Camera-ready files must use CMYK or Greyscale, not RGB color profile. No PANTONE colors will be accepted.
- All black must be 100% black - not "rich black" (combination of CMYK inks).
- **Fonts:** Due to time constraints, any fonts not submitted will be substituted with a similar font.
- Images must be at least 300 dpi and lineart (type) at 1200 dpi. Artwork should be saved at actual size.
- Gloss pages require 150 line screen, inside pages are 100 line screen.
- Unsupported Software: **WE CANNOT ACCEPT COREL DRAW, MICROSOFT WORD, PAGEMAKER or MICROSOFT PUBLISHER FILES.**
- **Ad Design Fees:** \$60 per hour, \$15 minimum.
- If proofs are required for approval by advertiser before publication, all ad components must be submitted to NWHS five days before materials deadline. Three corrected proofs allowed. Additional proofs will be sent only if time permits.

**MISCELLANEOUS:**

- \$10.00 late charge for ads received after the deadline.
- Minimum fee \$15 (\$60/per hour) if files are provided in unsupported formats.
- Any ads submitted after deadline (5th of the month) will not be guaranteed a proof.