

PRINT AD SIZES

The CHRONICLE of the HORSE

The Chronicle of the Horse • P.O. Box 46, Middleburg, VA 20118 • 540.687.6341 • www.chronofhorse.com

Effective January 1, 2015

PREFERRED POSITIONS (WHEN AVAILABLE): Special and premium positions can be guaranteed for 15% additional. Premium positions include inside covers, and all pages up to and including the table of contents. Placement requests will be considered but not guaranteed without 15% additional.

MECHANICAL AND DIGITAL FILE SPECIFICATIONS

The Chronicle of the Horse: Trim Size: 8.25" x 10.75", **Bleed Size:** 8.5" x 11", (allow .5" safety margin for all vital material)

Digital Files are accepted only if compatible, and only if the advertiser bears responsibility for reproductive quality. Non-compatible files may forfeit camera-ready discounts, and incur conversion charges. Changes, revisions, conversions billed at \$60/hour. One hour minimum. Each additional 15 minutes billed at \$15. Print-ready artwork **MUST** be at 300 dpi in PDF, TIF or JPG formats. Digital photographs also **MUST** be at 300 dpi in PDF, TIF or JPG formats.

ISSUE DEADLINES

Published Monday. All display space reservations and material must be received by Friday, 17 days prior to the publication date.

Artwork sent by a courier service such as UPS or FedEx must be delivered to:

The Chronicle of the Horse,
108 The Plains Road
Middleburg, VA 20117

DIMENSIONS: THE CHRONICLE OF THE HORSE

2 PAGE SPREAD 16.75" x 11" (Bleed) 15.5" x 10.25" (Non-Bleed) 16.5" x 10.75" (Trim)		FULL PAGE 8.5" x 11" (Bleed) 7.75" x 10.25" (Non-Bleed) 8.25" x 10.75" (Trim)
1/2 PAGE HORIZONTAL 7.25" x 4.95"	1/6 PAGE HORIZONTAL 4.75" x 2.4"	1/3 PAGE VERT 2.25" x 10.05"
1/6 PAGE VERT 2.25" x 4.95"	1/2 PAGE VERTICAL 4.75" x 7.5"	
1/3 PAGE HORIZONTAL 4.75" x 4.95"		2/3 PAGE VERTICAL 4.75" x 10.05"

MARKETPLACE

Available sizes:

PREMIUM MARKETPLACE

1/5 - 3.5" x 3.5"

FEATURED MARKETPLACE

1/10 - 3.5" x 1.6667"

STANDARD MARKETPLACE

1/20 - 1.6667" x 1.6667"

