

**ATTENTION – 2019 CLYDESDALE NEWS ADVERTISERS!**

**\*\*DEADLINE DECEMBER 15, 2018\*\***

The Clydesdale News ad rates lend opportunity for any size breeder to get their name and contact information in the publication. We look forward to your ad and support of this publication!

Here is the price list for the ads in the 2019 Clydesdale News:

**\*Full Page ad = \$500**  
**(must be camera ready files)**

*As a **bonus** for submitting full page ads, all full page ads will also be placed on the Clydesdale Breeders website for 6 months and on the Clydesdale News Facebook page – FREE OF CHARGE!*

**\*1/2 Page ad = \$250**

**\*1/4 Page ad = \$150**

**\*BUSINESS CARD Ads = \$50**  
**(approximately 1/8 page ads)**

**\*Advertisements that needs to be setup by publisher will be an additional \$100.**

The above prices are for breeders and members to promote Clydesdale horses. Commercial prices are 50% higher than the above listed ad rates. Editor reserves the right to accept or reject ads.

There are separate rates for prime ad spots in the 2019 News. These spots and prices are as follow and will be selected on a first come, first serve basis.

**Back Cover – Full Color - \$930**  
**Inside Front Cover – Full Color - \$675**  
**Inside Back Cover – Full Color - \$675**

We are also able to offer advertisers a discounted rate on extra copies of the News. **These copies are \$10.00 each to be ordered and paid for when you send in your ad copy.** Limit of 10 copies per advertiser at this price.

Over the past few years, technology has changed and so has the process in which the Clydesdale News is printed. Whether you are setting up your own ad or having a graphic designer set up your ad, electronic files are mandatory. Please supply files as PDF-X4 or PDF-X3 compliant PDF files. All fonts must be embedded, image resolution should be 300 dpi, and all colors converted to process. If images are not 300 dpi, it is not the fault of the editors of the Clydesdale News if the images become blurry or pixelated during the printing process.

The **AD SPECIFICATIONS** are based on ½ margin all the way around the page with a quarter of an inch gutter between the ads that don't bleed. You can use these specifications below:

Full Page Bleed:

8.375" x 11.875" w/ 0.125 Bleed on All 4 sides

½ Page Bleed:

8.375" x 5.937" w/ 0.125 Bleed on All 4 sides

¼ Page Bleed:

5.937" x 4.187" w/ 0.125 Bleed on All 4 sides

If an ad is to be setup by the editor, the following procedures must be followed:  
Photos must be provided with at least 300 dpi and in .jpeg format. This is to ensure that the photos are clear when printing. Please do a "mapping" out of your ad and where you would like your photos and text. Please make sure to give complete text that you would like placed in your ad, including all contact information. An electronic proof of your ad(s) will be sent to each advertiser prior to printing if created or revised by the editor. The ad will need to be proofread and the editor must be emailed to confirm that the ad proof is complete and correct.

Our active membership has reached approximately 800 and we have an additional list of subscribers of about 100. We will sell the News all year long, **as well as all full page ads will be featured on the website and the Clyde News Facebook page for six months**, so your ad will go near and far!!

**ALL ADS FOR THE CLYDESDALE NEWS**

**MUST BE PREPAID**

**\*UNPAID ADS WILL NOT BE PRINTED\***

**Please send your ads and payments to:**

**Andrew & Alison Behn**

**17378 Kelley Rd; Pecatonica, IL 61063**

**Phone: 815-703-2527**

**Email: [clydenews@yahoo.com](mailto:clydenews@yahoo.com)**

**Checks payable to Andrew & Alison Behn**

**STALLION ROW**

The Stallion Row will once again be a feature of the Clydesdale News where owners may present their breeding stallion in a convenient format for the mare owner seeking stud services or a new herd sire to purchase. This section of the News will include an easy to find introductory page and will be listed in the index. Ads in this section required the following format:

\*Limited to ads of stallions only, photos of stallions only- not progeny

\*Should include breeding information; natural cover, A.I. sale, lease, or sale of progeny from this stallion. May include show results of stallions and/or progeny.

\*Remember to include correct name(s), address, & phone numbers.

\*Ads in Stallion Row will be the same rate as the ads are elsewhere in the News. You need to designate your wish to be included in this section and comply with the above requirements. Deadline for these ads are also **December 15, 2018.**