



THE OREGON HORSE MAGAZINE AD FORM

The Oregon Horse magazine provides advertisers with a low-cost opportunity to reach a committed and growing market of Thoroughbred owners and breeders. The magazine is published twice a year and is available at no charge to our OTOBA members.

| | |
|---------------------------------------|---------|
| Contact Name: | |
| Business Name: | |
| Address: | Phone: |
| City/State Zip: | Fax: |
| E-Mail: | |
| Ad Size: | Amount: |
| Graphics Design Contact (name/phone): | |

| Black & White | Dimensions | Price 1x | Price 2x |
|---------------------------|--------------------|----------|------------|
| Full page (vertical only) | 7" w x 10" h | \$200 | \$150 each |
| 1/2 page (vertical) | 3.5" w x 10" h | \$150 | \$125 each |
| 1/2 page (horizontal) | 7" w x 5" h inches | \$150 | \$125 each |
| 1/4 page (vertical) | 3.5" w x 5" h | \$125 | \$100 each |
| 1/4 page (horizontal) | 7" w x 2.5" h | \$125 | \$100 each |
| 1/8 page | 3.5" w x 2.5" h | \$100 | \$ 50 each |
| Business Card | 3.5" w x 2" h | \$ 50 | \$ 25 each |
| Inside Front Cover* | 7" w x 10" h | \$300 | \$200 each |
| Inside Back Cover * | 7" w x 10" h | \$300 | \$200 each |
| Back Outside Cover* | 7" w x 10" h | \$300 | \$200 each |

OTHER:

Total Amount Due: **\$**

**Indicates full color ad*

PAYMENT: Check Make check payable to: *Oregon Thoroughbred Owners & Breeders Association*

Credit Card (Visa/MasterCard) CC#: _____

Exp. Date: _____ CCV#: _____

All ad payments must be received by 25th of the month prior to posting.

Mail ad form/payment to: *Oregon TOBA, P.O. Box 17248, Portland, OR 97217*

- ✓ **Email ads directly to:** Kelly O'Neill at kelly@oregontoba.com. Questions? Call (503) 285-0658.
- ✓ **All ads must be received by** the November 1st for Fall edition and May 1st for Spring edition.
- ✓ **If you have any questions** regarding the layout or other ad specifications, please contact kelly@oregontoba.com.

DIGITAL OUTPUT REQUIREMENTS

- Preferred files are high resolution PDF files (press-optimized, fonts and images embedded).
- Also acceptable are native files generated in PageMaker 7.0 for PC (IBM compatible), InDesign, Illustrator and/or Photoshop.
- Include ALL files used to create document.
- Supply ALL fonts (include screen and printer fonts, no True Type).
- Include FINAL digital proofs (color files should include a composite and separations).
- Images must be CMYK or grayscale, TIFF or EPS, between 300 and 400 dpi, right reading, portrait mode only, 100% size, no rotations, scanned at high resolution. We do not adjust color on digital images. If possible, please supply a hard copy proof with digital images.
- All colors must be CMYK converted. No Pantone colors, please. If Pantone is supplied, we will try to match the color. We do not take responsibility for any color variations resulting from this conversion.
- Ad submission accepted on CD, Zip disk or via e-mail.

Comments: _____
